

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXV

NEW YORK, NOVEMBER 13, 1913

No. 7

This is the Picture of an Elgeineer

An "Elgeineer" is a master of watchcraft—a title and degree bestowed by the Elgin National Watch Company on reputable jewelers everywhere.



Advertising which inspires confidence in the local jeweler is making it a distinction to be known as an Elgeineer. It helps business and stimulates friendly feeling in the trade.

Conceptions like this, which lift advertising out of the humdrum, are an effective part of Ayer service, and show how we continue to inject original ideas into a campaign which we have conducted for many years.

If interested, you may inquire of the Elgin National Watch Company, of Elgin, Illinois, as to how satisfactorily we have worked with them during our long connection.

N. W. AYER & SON
Philadelphia

New York

Boston

Chicago

The National Medium of the Business Farmers

Standard Farm Papers cover the big farming sections — the sections where farming is a business.

They treat the special problems of a given class or section in a business-like way.

They are subscribed for by farmers because their advice and information increases the subscribers' earning power.

And they offer the biggest national farm paper circulation when used as a single interlocking medium.

We mention this because in this case size means power because it is the *direct* result of editorial force.

Don't overlook the fact that farming is a serious business and that the average farmer has more invested than the average small merchant.

There have been more practical discoveries for

making farming more productive and more profitable in the past fifty years than in the previous five thousand.

In other words the farmer reads for profit.

Consider what effect these facts have on the productiveness of Standard Farm paper advertising columns.



TRADE MARK OF QUALITY

Standard Farm Papers

are
Farm
Papers
of
Known
Value
The Ohio Farmer
The Michigan Farmer
Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer
Progressive Farmer
Missouri Farmer
The Wisconsin Agriculturist
Indiana Farmer
The Farmer, St. Paul
Oklahoma Farm Journal

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row, New York City.

George W. Herbert, Inc.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

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A JOURNAL FOR ADVERTISERS

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VOL. LXXXV

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No. 7

What National Advertisers Should Know About Retailers

An Interview with John C. Malone

By John Allen Underwood

Manager of the Advertising Dept. The Favorite Stove & Range Company, Piqua, O.

FOREWORD BY MR. UNDERWOOD

MY recent articles in PRINTERS' INK on the subject of dealer co-operation provoked a large amount of comment and correspondence.

I received many letters from advertising managers and executives, some of whom did not fully agree with my conclusions on this subject.

From these letters which I received, and from the trend of many recent articles and editorials in PRINTERS' INK, I feel that the question of how a manufacturer can co-operate with his customers in the most efficient and profitable manner is receiving an increasing amount of thought and study from advertising managers and organizations everywhere.

In the majority of instances national advertising to the consumer is gradually losing its power to influence retail merchants to install a stock of the advertised goods. Although this is the result of short-sighted policies on the part of the advertiser, this statement will be widely disputed. But if the gentlemen who take the opposite side of this question will go into the stores of the retail merchants in the small cities and towns of the country and get their candid views on the matter, they will find that the buying instincts of the more progressive and intelligent merchants have been numbed by the repeated blows of national consumer advertising used as a lever to induce them to stock

up with many different products.

In any community the strength of a manufacturer whose merchandise is sold at retail, and the reputation and sale of his product in that community, is exactly equal to the force and energy with which his customers there push and sell it.

Therefore, in my opinion at least, there is nothing more important in the distribution of a manufacturer's merchandise than to secure the honest and thorough co-operation of every retail merchant selling it.

In order to accomplish this, we must first understand the view-point of these merchants—learn what influences them in buying the merchandise that they sell—and discover how best we may secure their confidence and co-operation. It is the purpose of the following article to portray the view-point of a very successful retail merchant. His views may appear radical to many advertising men, but his counterpart—and his view-point—may be found in very many aggressive and intelligent retail merchants in almost every city and town.

John C. Malone owns the finest and largest clothing and men's furnishing store in an Ohio city of 16,000 people. He has been engaged in this line of business all his life. For many years he was the buyer and manager of this merchandise for the leading store in a Western metropolis.

Table of Contents on page 118

Desiring to own his own business, he purchased the store before mentioned three years ago, and developed the sales and organization with such acumen and ability that to-day it is a most unusual and successful store for a small city.

I know Mr. Malone more or less intimately. One of his near relatives owns an advertising agency, and Mr. Malone is correspondingly interested in good advertising. We have had many discussions of this subject, and unconsciously, perhaps, Mr. Malone has more than once in his conversation presented to me what I believe to be the intelligent view of the majority of merchants on the subject of a manufacturer's co-operation with his customers.

One day when I was in his store the salesman for Goldenberg & Baumann came in. In view of what I had heard from many sources regarding this company's dealing and co-operation with its customers, I was surprised to hear Mr. Malone courteously refuse to do business. But the other was a good salesman and he came back strongly.

"The fact that we will spend more money and make more effort than any other clothing manufacturer to develop a strong and profitable business for you on clothing is the strongest reason why you ought to order from Goldenberg & Baumann," said he. He went on, forcefully outlining the advertising campaign that his company was planning, mentioned the "Fashion Book," its purpose, and discoursed interestingly on the many methods that would be utilized in forcing the clothing business into Mr. Malone's store. He pulled out booklets, sample window and display cards and other attractive pieces of advertising for Mr. Malone's inspection.

THE SALESMAN WAS SKILFUL, BUT
HE FAILED

The man was a remarkably good salesman. He presented his case clearly and cleanly. Mr. Malone listened attentively, thanked the salesman and regretted his inability to install the G. & B. line.

The salesman departed. I was surprised and curious. If any merchant appreciates the value of good advertising it is Mr. Malone.

"That was an excellent advertising plan that salesman showed you," I remarked tentatively.

"The best I have ever seen in the clothing business," Mr. Malone answered emphatically. "Why did you turn him down?" I asked. "I thought that plan should appeal to you with special force. It gave publicity to good clothing—and the importance of it."

"Mr. Underwood," said Mr. Malone, "if the business policy of Goldenberg & Baumann was in direct line with their advertising policy, that salesman who was just here would have carried away with him a very large order. I need clothing; I am ready right now to place orders for my fall requirements. I have done some business with Goldenberg & Baumann. Some of their clothing is on my shelves at the present time, but I never intend to carry their line.

"I don't want to give you the impression, either, that I have a grudge against Goldenberg & Baumann. I never allow my feelings or prejudices to prevent me from buying any goods from any house if it sells what I want and will permit me to handle its merchandise *my way* instead of *its way*. I can assure you that I will give every manufacturer's representative who comes into this store an equal opportunity to tell his story and to sell me goods, but I will never sell the Goldenberg & Baumann line under existing conditions, and here is the reason why.

"Some years ago I was in intimate touch with an excellent clothing concern in one of the largest of our Western cities. This house had handled the Goldenberg & Baumann line for many years—had advertised and pushed it constantly—and had succeeded in building up a tremendous demand and sale for this trade-marked line.

"But the son of the owner of the business wanted to start out for himself and secured a position as traveling salesman with Rosen-

The Influence of Authentic Information—

The Delineator, The Designer, The Woman's Magazine comprising The Butterick Trio contain special departments conducted by recognized authorities in which the very latest information is given to women about their own special interests.

Some of these departments may be grouped under the following heads:—

*Home Economics,
Cooking and Table,
Home Building, House Furnishings, etc.,
Fashion, Style and Dress,
Infant Hygiene,
Book Department,
Fiction,
Entertainment,
Correct Form,
Aids to Beauty,
Dressmaking Lessons,
Fancy Needlework,
Clubs,
All About Important People,
Fashions for Men.*

The character of the editorial matter published in The Butterick Trio exercises a powerful influence on the purchases made by a vast army of women.

The Butterick Trio

**1,400,000 Guaranteed Average
Monthly Net Circulation**

James A. Townsend,
Western Adv. Mgr.,
1st National Bank Building,
Chicago, Ill.

W. C. McMillan,
Eastern Adv. Mgr.,
Butterick Building,
New York.

wald & Weil, a Chicago clothing concern and a competitor of Goldenberg & Baumann. When starting him on the road the sales manager of the company gave him the parting injunction to be sure and get an order from his dad. The lad went out and saw his father, and naturally the old man gave his son a nice order for Rosenwald & Weil's goods.

THE BIG STICK COMES INTO PLAY

"Of course the order which went into Goldenberg & Baumann was smaller than it had been the preceding year on account of this purchase.

"Some months later came the salesman for Goldenberg & Baumann, taking orders for next season's business. 'Mr. Blake,' he said to the owner of the store, 'if you want to hold our line for the coming season you will have to buy at least this amount from us; and he wrote out on a pad a sum of money far exceeding in value the last order which Mr. Blake had given his house.

"I cannot give you that much business,' said Mr. Blake. 'I am buying some clothing this time from my son, who is traveling for Rosenwald & Weil.'

"Mr. Blake,' said the salesman, 'you will buy that amount or I will have to give our line to one of your competitors.'

"Well, Mr. Underwood," continued Mr. Malone, "Mr. Blake saw he had to buckle under. Through constant effort he had built up this enormous demand for Goldenberg & Baumann clothing. To have the agency now transferred to his competitor would ruin his clothing sales. You can see the point: Goldenberg & Baumann owned Blake's business.

"Mr. Blake made out his order for clothing. It lacked \$7,000 of meeting the salesman's sum. In order to reach this amount and hold the G. & B. line he had to order \$7,000 worth of pants!

"Mr. Underwood, that will never happen in my business. No one besides me will ever dictate the policy of this store."

I was astonished, and said so.

"But that is surely an exceptional case, Mr. Malone?" I asked.

"If it were an exceptional case—and the only case I had ever heard of—I would not allow it to influence me very much," Mr. Malone replied. "But I can state emphatically it is only one of a number of instances where Goldenberg & Baumann have endeavored to coerce merchants into handling their line exclusively."

I asked Mr. Malone if he found other advertising manufacturers endeavoring to take advantage of retail merchants in a like manner.

DO MANUFACTURERS TREAT RETAILERS FAIRLY?

"I do not wish to appear unfair to manufacturers of advertised goods," said Mr. Malone. "There are undoubtedly a great many with great intelligence and high ideals who would not adopt such methods in dealing with their customers. However, in the years that I have spent in this business I have seen many manufacturers create a demand for their products and get them firmly established in certain communities through the efforts of their customers there, and then try to increase their own profits without much regard for those of the retailer's.

"Of course you have heard of Great Eastern Shirts. They are good shirts—well made and designed and as good value for the money as you can buy anywhere. The only objection to them from a retailer's point of view has always been their cost.

"At one time the Great Eastern Shirts—sold and advertised everywhere at \$1.50 each—cost \$13.50 a dozen, and the Great Easterns which retailed for \$2 cost merchants \$16.50 per dozen. These prices barely allowed coverage for a merchant's overhead and profits.

"Some time ago I received an announcement from the makers of Great Eastern Shirts which dazed me. It notified us that the cost price would advance—the shirts retailing heretofore at \$1.50 each would now cost \$14 a dozen; those retailing for \$2 would now cost \$17.50 per dozen.

We do not wish to rest on our laurels. We want to add more leaves to our wreath.

Beginning with the January Nineteen Fourteen issue we have engaged

WILL BRADLEY

to direct the typographical make-up of the Metropolitan.

You can imagine all the wonder-changes in typography which Mr. Bradley will effect. Look for wider margins, a new and more distinctive body type, new headings and our splendid illustrations most effectively handled.

The acquisition of Mr. Bradley's services exemplifies our determination to spare no effort in making "The Livest Magazine in America" a standard of excellence.

Perhaps we are enjoying an enormous increase in advertising business because we deserve it.

METROPOLITAN
"The Livest Magazine in America"

"The manufacturer stated that we were free to advance the retail price to \$1.65 and \$2.25 respectively. That seemed to be a fair proposition on the face of it, but when I endeavored to get the increased selling price I was unable to do so, as the former prices of \$1.50 and \$2 had been regular for so long a time that my customers were unwilling to pay more. I could not satisfactorily explain to them the reason for the advance.

"There was only one thing left for me to do, and I did that. I continued to handle Great Eastern Shirts, but the sale of them fell off to a certain extent. To maintain my shirt business I installed other lines, including one made up for me especially by a manufacturer, containing my brand. These shirts I advertised and pushed.

"You know, you can pick up a great deal of information from salesmen representing competing lines. When the men from the other shirt houses came to see me before the next season, they told me that Great Eastern Shirts would before long resume their former prices to merchants. From them and other sources I learned that the revolt against the increase in the cost of Great Eastern Shirts had been general and widespread.

SHIRT MAKERS BACK DOWN

"A few days later another announcement came from the makers of Great Eastern Shirts reducing the cost prices to their former figures. On some numbers they quoted us a lower price than had ever been made. They had seen their mistake and were quick to remedy it in the most effective manner. We are now selling a great many Great Eastern Shirts, and expect to continue to do so, for we like them.

"The increase in price which these manufacturers endeavored to force their customers to accept was not due to the increased cost of production, for after they had reduced their prices following the increase, the quality in the shirts remained the same.

"It was simply due to the desire to make more money on their product. Of course, they gave the retail merchants the option of raising the selling prices or keeping them constant. But the consumers would not pay the former and the merchants could not keep the old prices and make a profit on the goods. Of course, we cannot call this an exact example of a manufacturer absolutely forcing his customers to accept a cut in profits on his goods, but I will give you one that occurred some years ago and concerns the makers of Felter's Hats.

"They tried to force their customers to accept a reduction in profits by reversing the method employed by the makers of Great Eastern Shirts. Instead of increasing the cost to merchants, they kept that constant and reduced the selling price.

"The great reputation of Felter's is built upon their soft hats. Out West it is hard to induce a ranchman or a cowboy to buy any hat but a Felter. It has come to be a tradition with them. When buying a hat they demand a Felter, and pay good money for it, too. Six or seven dollars is not a high price for a cowboy to pay for a Felter Hat. Some of them go as high as \$12.

"The stiff Felter Hat, however, is a somewhat different proposition. It is not so widely known, and it has not so vast a reputation. It was on this stiff hat that the makers of Felter Hats endeavored to make a little more money at the expense of their customers.

A STIFF HAT EXPERIMENT

"This stiff hat retailed at \$4. Its cost to merchants was \$30 a dozen. I presume the manufacturers figured it out that if they could reduce the selling price of this hat a great many more people would buy it and thereby their business would be larger. This was perfectly logical reasoning.

"So they advertised that after a certain date the stiff Felter Hat would sell throughout the country for \$3.50. This sounded fine to me, but I changed my mind later,

An \$8,000.00 Investment

The *average* Wisconsin farm represents an \$8,000 investment. *Average*, mind you.

What do you think the *average merchant's* investment is? Look up your Bradstreet and note how many are marked "not rated," and "less than a thousand" to bring down the average.

The farmers of Wisconsin are men of substance and intelligence.

In the past ten years the value of their farm equipment—implements and machinery—increased nearly \$24,000,000. And the value of the *products* raised *annually* has increased over \$60,000,000.

Now here's the point to consider—farming has become a business for the first time in history. Success more than in any other line comes as the result of a careful study of conditions. What the farmers want to know is how to make more money under the conditions faced in *Wisconsin*.

That is why one out of every three farmers—the livest, most progressive ones—throughout the State subscribe to

The Wisconsin Agriculturist

We deal with Wisconsin conditions in the most practical way.

We have three editors in Racine, four associate editors in the State and hundreds of contributors.

There is nothing of a "general" nature about THE WISCONSIN AGRICULTURIST. It goes to its readers with real information about the problems they are facing from day to day.

How thoroughly it "reaches" them is demonstrated by the fact that 85 per cent. renew their subscriptions from year to year and no premiums are given to anyone except for services rendered.

A powerful medium covering a prosperous State—that's why we say start in Wisconsin and then spread out.

The Wisconsin Agriculturist

RACINE, WISCONSIN

ARTHUR SIMONSON
President

George W. Herbert, Inc.,
Western Representatives,
Advertising Building,
Chicago.

FRANK W. LOVEJOY
Director of Advertising

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row,
New York City.



Cash Rebate—A pro rata rebate will be paid each advertiser if the net paid circulation falls below 60,000 copies weekly

when I was informed that the cost of Felter's would remain the same—\$30 a dozen. Such a price left no room for any profit for me in selling stiff Felter Hats.

"I will say this to you frankly, Mr. Underwood: if the makers had been reasonable—if they had written us that they desired to cut the selling price to \$3.50 in order to develop an increased volume of business, and that they wanted their customers to share with them a reduction in the cost price of Felters in order to make this selling price possible—thus making the cost price \$27 a dozen, I say that if they had done this, I believe that they would have succeeded in inducing four-fifths of their customers to accept this reduction in their profits for the sake of selling stiff Felter Hats at \$3.50.

"Such a proposition would have indicated to us that the manufacturers were willing to share equally with their customers the risk attendant on this new marketing idea. If the national advertising campaign planned for the purpose of exploiting the Felter Hat at this new and reduced price of \$3.50, proved unsuccessful and the expected increased volume of business did not develop from it or from the advertising efforts of the local merchants—the retail merchants would not lose more than the manufacturers comparatively; if, on the other hand, the idea proved successful, then both retailer and manufacturer would reap immense profits and benefits. This would be real co-operation—that co-operation which you advertising men are so fond of talking about.

MERCHANTS PAID THE BILL

"But the makers of Felter Hats did nothing of the sort. They kept the cost price to merchants at the same figure and arbitrarily reduced our profits fifty cents on each hat or six dollars a dozen hats, allowing us in most instances bare coverage for our overheads.

"I discontinued handling Felter Hats of the stiff variety, Mr. Underwood, when this proposition

was broached to me. What else could I do?"

"Don't you handle any advertised line?" I asked. "Don't you believe that national advertising is helpful in creating a demand for many of the goods you sell?"

"I surely do," Mr. Malone answered emphatically. "I believe in advertising. I like to handle advertised goods, and I do so. I am willing to take less profit on merchandise which is well advertised because of the increased volume of business the advertising will bring to me. I can sell such goods easier as a general rule.

"For instance, I handle Interwoven Hosiery. I feature it in my advertising frequently. The makers of this brand came into the market with a thin cotton sock more than two years before competitors did so. And when the latter finally awoke to the importance of thin weaving in men's hosiery it was too late. The makers of Interwovens keep the quality up and that's why I handle this line exclusively.

"There are a few other good lines of nationally advertised goods which I feature in my own store, but in most cases I prefer to advertise Malone's quality of goods rather than some of the manufacturer's brands, for I am pretty confident that Malone's quality will always be the best, where the manufacturer's may deteriorate in quality."

MANUFACTURERS WHO HAVE LOWERED QUALITY

"Have you found many instances where the manufacturer has lowered the quality of his product after establishing a strong demand for it?" I asked.

"I could mention several instances," replied Mr. Malone, "but I prefer not to do so. I might name one. There is a certain brand of clothing which has been well and successfully advertised for a number of years; when the advertising started the clothing was of very good quality. To-day it is not nearly so good, neither in texture nor workmanship.

"I will tell you, Mr. Underwood, something that I expect you



Will Introduce Your Goods Into 750,000 Homes You Would Select If You Were To Sell Them Personally

"Needlecraft" reaches the vast army of small town people who comprise the great middle class. It shows the housewife the latest Fashions in Dress and Millinery suited to her taste, and teaches her how to make the many articles of fancy work so needed in her home.

Your advertising in "Needlecraft" will be read by 750,000 of these housewives who realize just how valuable your product would be to them. "Needlecraft" more than merely

arouses their desire to buy. It produces actual sales of the goods it advertises.

Because it is a magazine of real purpose and serious intent, it has the unlimited confidence of its readers.

This, together with its guaranteeing its subscribers against loss through dealing with any of its advertisers, enables "Needlecraft" to bring the prospect to the point where your stepping in and supplying the actual goods, whether through the dealer or direct, closes the transaction.

The Vickery & Hill Publishing Company

30 N. Dearborn St., Chicago

Flatiron Building, New York

would like to know," he continued; "if the manufacturers will pay more attention to, real co-operation with their customers and develop it to the same efficiency and attractiveness and spend as much money on it as on their national advertising, I believe it would be better for the average merchant.

"For, in my opinion, the efficiency of national advertising so far as its effects on retail merchants are concerned, is gradually diminishing. I know it to be a fact that to-day you will find fewer merchants in my line of business handling and pushing advertised clothing than was the case a few years ago. The tendency is toward private brands.

"In my store, for instance, I do not handle any clothing containing the marked labels, although I buy from some of the largest and best manufacturers of clothing in the United States. These manufacturers put my label on the clothing they sell me. Naturally, I prefer to handle my clothing business in this manner. I also feature Malone's brand of shirts, neckties and other staple lines. In all my advertising I feature Malone's quality of merchandise and not the manufacturers' brands.

"This rule does not apply to specialties such as the Una-jama and Shir-gar Hose Supporters, etc., or to small merchandise such as collars. In the latter I concentrate and center my selling efforts on the Lion Brand exclusively."

"You mention that all your clothing contains only your private brand. Are any of the different manufacturers of it advertising in magazines or other national mediums at the present time?" I asked.

HIS VIEW OF NATIONAL ADVERTISING

"Yes, with one or two exceptions."

"Then you do not cash in on any of their national advertising?" I asked. "The money which these manufacturers spend on advertising is lost so far as you are concerned."

"I do not believe my loss is

very great," answered Mr. Malone; "our customers rely on us as we do on the manufacturer for style and make. You know, Mr. Underwood, that the national advertising of clothing, hats, shirts or any of the other more or less staple goods in my store is useless and wasted unless it gains the co-operation of retail merchants.

"If ten men came into my store to-day and asked to see certain brands of clothing, I could sell nine of them some other brand because of their confidence in me as a merchant.

"All this simply brings us back to the same point I made before—that the manufacturer can well afford to spend money and energy developing real co-operation with his customers.

"This applies more forcibly to makers of staple merchandise—clothing, hats, shirts—than to makers of specialties such as Seal-packerchief Handkerchiefs, Shir-gar Hose Supporters, etc. The latter products are unique and have exclusive selling features which raise them above competition. If the national advertising for these products emphasizes these exclusive features and talking points, a demand is created which cannot be satisfied by substitution. Such makers are not forced to pay so much attention to this matter of co-operation with their customers as the manufacturers of staple merchandise."

ADVERTISERS FAIL TO GIVE RIGHT CO-OPERATION

"Do you not receive adequate co-operation from any of the manufacturers of such staple merchandise as you mention?" I asked.

"Not one," answered Mr. Malone. He picked up a booklet advertising a certain make of clothing and turned the pages rapidly before my eyes.

"Look at that," he exclaimed. "Here is the manufacturer's trademarked name and self praise on every page. Scarcely a line of good selling copy in this booklet from a merchant's point of view.

(Continued on page 104)

Kleanwell Jobber Abandons Unadvertised Lines

Advertising has developed the sales of various specialties handled by the Alfred H. Smith Company, New York, to such an extent that the concern has abandoned the selling of all products except those which are advertised.

The concern, which has been in business forty years, has carried a general line of brushes, etc., to which no particular identity has been given by advertising. During this time, so a representative of the company tells **PRINTERS' INK**, advertising has brought the sales of several specialties handled by the house to such a point that the general line of products has been crowded out and the whole of the firm's attention is necessary to attend to the sales of the advertised goods.

Among the advertised lines upon which the Smith company will concentrate in the future are: Kleanwell tooth brushes, Djer-Kiss perfume and toilet goods, Tuskanoit tooth and nail brushes, Brisco hair brushes, Pearson's rubber cushion hair brushes, Kleanwell rubber sponges.

New Secretary, Manufacturers' Specialty Association

H. F. Thunhorst, formerly of Lansing, Mich., has been elected secretary of the American Specialty Manufacturers' Association, New York, to succeed A. C. Monagle, resigned.

Mr. Thunhorst, who has been in the wholesale grocery business, was at one time manufacturer of Golden Egg noodles and macaroni, which are now made by a Cleveland company. Mr. Thunhorst took up his new work November 1.

A. C. Monagle has been appointed sales manager of the Franco-American Food Company, Jersey City, N. J.

Randolph Leaves Canadian-Fairbanks Company

L. C. Randolph, advertising manager of the Canadian Fairbanks-Morse Company, has resigned to take charge of a New York office for the Industrial and Educational Press, Limited, of Montreal and Toronto, publishers of the *Journal of Commerce*, *Pulp and Paper Magazine*, *Canadian Textile Journal*, *Canadian Mining Journal*, *Canadian Miller and Cerealists* and the *Canadian Fisherman*.

Treybal Associated with the American Litho. Company

A. W. Treybal, identified with the advertising activities of the Locomobile Company, of Bridgeport, has resigned and is now associated with the American Lithographic Company.

Mr. Treybal is the founder of the Bridgeport Publicity Club, and prior to his connection with the Locomobile Company he was associated with the Frank Presbrey Company for nine years.

The "Printers' Ink" Statute in Canada

The Winnipeg Advertising Club is making preparations to introduce the **PRINTERS' INK** Statute against fraudulent advertising into its provincial legislature this winter.

In response to an inquiry, W. J. Voisey, of the Winnipeg club, writes **PRINTERS' INK** as follows:

"The date for placing this matter before the legislature has not yet been set, but we expect that it will be some time during the coming session, which will begin in January.

"In regard to having bill passed in the other Provinces of the Dominion, I am not aware of any action being taken as yet in Ontario or Quebec. I believe that the bill was put up to the Alberta Legislature last fall but did not pass. Saskatchewan at the present time does not have an organized club. The Winnipeg club expects thoroughly to organize the western provinces this winter, and if we succeed in doing this we will of course take up the matter of having a bill passed in each of the provinces."

Freeman with the New York "Globe"

W. C. Freeman, now advertising manager of the New York *Tribune*, will join the advertising staff of the New York *Globe* on Nov. 17.

Mr. Freeman states that he is leaving the *Tribune* with great reluctance and that he reached his decision to go with the *Globe*, not only because of warm personal friendship with the *Globe* people, but also because that paper is developing plans of a kind that has long strongly enlisted his own sympathies. His title will be "advertising counselor." The personnel of the *Globe* staff as at present constituted will remain unchanged.

His successor as advertising manager of the *Tribune* will be Elmer Helm, who, before joining its organization a year ago, was connected with the New York *American* as solicitor.

St. Louis League Publicity Committee

The St. Louis Business Men's League has appointed the following committee on newspapers and magazines, in charge of the league's publicity: W. C. Steigers, business manager, *Post-Dispatch*; Flint Garrison, editor, *St. Louis Drygoodsman*; E. Lansing Ray, secretary, *Globe-Democrat*; Allen W. Clark, editor, *American Paint & Oil Dealer*, and Edwin M. Gould, publisher of the St. Louis city directory.

Foster Heads Potlatch

Walter F. Foster, president of Foster & Kleiser, Portland and Seattle, has been re-elected president of the Potlatch Society of Seattle.

Teaching an advertiser to fancy your publication is often like teaching a child to fancy olives, when its mind is on sugar.

We of the American Sunday Monthly Magazine have always believed that advertisers should have a "natural taste" for our kind of publication.

But somehow or other many of the big advertisers have their tastes glued to short circulations, and are perfectly oblivious to the big nation-wide, concentrated circulation of the American Sunday Monthly Magazine.

They have been taught that "advertising sweets" come under certain sort of classifications, and are suspicious. We have the taste of sugar, but to many we have looked "the olive."

Advertising results come through making people read the periodical in which advertising appears.

There are just a few great big authors and artists who compel attention from the American public. We have the best of the few.

Does any other magazine furnish you with more features than these, which will be delivered into more than 2,100,000 homes January 4, 1914, through the American Sunday Monthly Magazine!

A Robert W. Chambers story, illustrated by Charles Dana Gibson.

An amusing love story, charmingly written by Leonard Merrick, and illustrated by James Montgomery Flagg.

A Compton McKenzie tale of Frederigo, an Americanized Italian, who has a penchant for getting into and out of difficulties. The illustrations are from the pen of A. B. Wenzell.

The front cover will be by Harrison Fisher, or an artist of equally great repute.

The American Sunday Monthly Magazine combines all the qualifications necessary to produce big advertising results.

The best of literature:

A circulation of more than 2,100,000, national in scope, and concentrated in sufficient numbers to produce consumer demand:

A more than two million circulation, home delivered, at a most reasonable rate—\$6.00 per line:

It offers as many readable inducements as the best of magazines and guarantees tremendously much more carrying capacity in the shape of circulation.

Forms for January close November 26.

American Sunday (Monthly) Magazine

220 Fifth Avenue
New York City

908 Hearst Building
Chicago, Ill.

Why Censorship?

ANYTHING done with, to or about an advertisement should be solely for the better profit of the advertiser.

GOOD HOUSEKEEPING unconditionally guarantees all advertisements in its pages. A high selling power results.

CAN it guarantee that each of two refrigerators advertised in the same issue is the "best"? Would not this stultify the guarantee? Would it not weaken selling power? Readers can reason.

CENSORSHIP, moreover, is valuable to an advertiser beginning a sustained "campaign." Just because it has created a swift and strong current of good-will, his first announcements get results without waiting for the iterative hammering of months.

ANYTHING done by us with, to or about an advertisement for Good Housekeeping Magazine, therefore, is solely for the better profit of the advertiser.

JUST because the magazine has a fixed and steady policy, he knows his campaign will not be interrupted midway by the incursion of some guerrilla advertiser whose advertisements are mostly "knocks."

CENSORSHIP is like that wise rule about "stippling solid black surfaces" which protects one advertisement against the dominance, by mere ugliness, of another. It makes each piece of publicity strengthen, not hurt, its neighbor. It adds moral reinforcement to even the best copy. It is a logical necessity to any magazine with high ideals of service to its advertisers, and it is the one, sure, compelling means of building the reader-confidence that is the basis of all advertising profits.

Good Housekeeping Magazine

Co-operates with the Retail Merchant
119 West 40th Street, New York

My Reminiscences of Work in the Agency Field

By Frank J. G. Hamlin

III

AFTER I closed the contract with the Cyclo Company I spent a month or six weeks working up its sales plan and advertising campaign. We decided not to sell the article direct, but to license other manufacturers to make and sell it.

Our general advertising campaign had to influence the consumer for the sake of influencing the dealer, who in turn would influence the big manufacturers to make contracts with us. If we had depended entirely on the general advertising, however, the company would probably have gone into bankruptcy at the end of the first year.

So we arranged to supplement this general advertising by the use of big circulars to dealers which showed the entire campaign, and by reproducing each advertisement in each magazine and spreading them all out in a row we managed to make it look at least ten times as big as it was. I insisted, however, that in this case there should be no misstatement as there had been in the razor campaign, and that every advertisement promised the dealers should actually be run.

Our work with the dealers was made easier by the fact that the incorporation of the Cyclo device in the goods would usually not increase the price to them at all, while it would give them additional selling points. It was the manufacturer we had to train the heavy artillery on, for the manufacturer would have to stand the extra tax.

So we enclosed in each dealer-circular a post card addressed to his jobber or manufacturer, and insisting on the use of the Cyclo device. We succeeded in getting thousands of these post cards signed, and some of them were mailed direct. But most of them

were sent back to us, and our salesmen used them in calling on the manufacturers.

This sales plan was quite successful and the second year the Cyclo Company went into a campaign of about forty thousand dollars. But the manufacturers then began to get underneath the patents, and most of them are now prepared to make the device themselves—and without paying any license fee to the Cyclo Company.

After this campaign was well under way I went on a road trip for Bond. A great many of the answers we got from my form letter had come from the Middle West, so I made a trip back through Buffalo, Cleveland and Detroit to Chicago.

THE DRAWING ACCOUNT IN DANGER

It was a great disappointment to me that I wasn't able to go right along closing up accounts on a week's notice, as I had in the case of the Cyclo Company. It was also a disappointment to Bond, and as I was now on commission with a drawing account he served me notice about the second month that if I didn't land something pretty quick the drawing account would cease. I thought this was rather ungrateful at the time, but possibly it was intended to spur me up.

I got the letter just as I was on my way to call on a manufacturer of silk gloves. He turned me down with pleasant finality, and I was just about to leave his office when I felt Bond's letter burning in my pocket and realized I had to do something strenuous and do it pretty quick.

"Mr. Sanderson," I called to the manufacturer, just as he was turning away, "I don't blame you at all for not wanting to waste time on me when I haven't told

you anything that a hundred other agency solicitors couldn't promise you. Now I'm going to be candid with you and tell you everything." I put on a tone of great secrecy, and Sanderson began to look interested.

"Mr. Sanderson, we have a plan for selling silk gloves which has never been tried—a plan that is far more than a mere advertising campaign, because it embodies a really new selling thought. It is practicable and powerful, and some manufacturer is going to make money by utilizing it. So far you are the only one we've spoken to about it."

"Well, come, come, that's quite different. Come in here, Mr. Hamlin," and he led the way to his private office. "Miss Jones tell callers I'm busy and ask them to wait."

This seemed like a good start, but I was under a horrible handicap—I didn't have even the ghost of a plan, and I didn't know even the rudiments of the glove business. For a few minutes I managed to get away with a bunch of general talk about what our plan would accomplish—and then the man insisted on having details.

HE PLAYS FOR TIME

I knew that if I only had a little time I *would* be able to work up some plan for him, and so I hit on the expedient of telling him that we would not give this plan to anyone, until we were quite certain the manufacturer who was going to use it had a thorough distribution. "Some of our men are calling on dealers now," I said, "in order to determine whether your distribution is sufficient to justify the use of a selling idea of this kind. and I merely called to see if you would be open to consider the thing when we are ready to present it."

He told me by all means to bring it along when it was ready, and to make it just as soon as possible; so I felt justified in telling Bond when I got back that the thing was as good as closed. This of course was a mistake, but it takes years of ex-

perience to teach a born optimist the necessity of sometimes talking like a pessimist.

The plan I got up for him was certainly a good one; at any rate he must have thought so, for although he turned me down at the time, he put through the same idea four years later in slightly modified form, and another agency got the benefit. This is the great trouble about submitting plans. Very few men will steal an idea outright—but almost any man is likely to adopt an idea for the sake of bringing it up—and after his brain has housed it for a year or so he thinks it is really his own. If his subconscious mind tells him that a certain agency solicitor deserves the credit, then it may well be that it is the very last agency of all he would think of going to for working out the details. A loving foster-father never wants to see the adopted child and the real parent together again.

THE PLAN IS WORKED OUT

The plan I got up for this firm included the use of photographs of the leading actresses on Broadway at the time, each taken in the position of the trade-mark girl of the firm, and each of course wearing a pair of the gloves. Not startlingly original; but dovetailed with this idea was a plan for a prize contest to be worked out through the stores of the retailers, and the whole formed a well-knit selling unit which I am confident would have scored a success.

I submitted it to the prospective client in finished form, having secured the co-operation of two leading ladies of comic opera, who willingly posed for the photographs when I showed them a summary of the magazines in which the advertising would run. Incidentally I learned more about the behind-the-scenes stage than I had ever known before, and if I had ever had any ambitions to be either an actor or publicity man for a theatre, these longings were now effectually stifled.

There was a distinct coolness between Bond and me when this

campaign failed to go through, and I saw that a cancellation of my drawing account impended. So I began to look about for another connection. The form letter I sent out on Bond's letterhead had been so effective that I had a letterhead of my own printed and sent out a multi-graphed letter to agencies. To two hundred letters I got more than a hundred replies—a record which to my mind proves the “all-aliveness” of the men in the advertising agency business. Most of them must have known my letter was a “form,” but they weren't going to take the chance of overlooking it—it might mean business for them.

I got at least a dozen tentative offers as a result of this letter, and three definite ones. With my usual tendency to do the wrong thing whenever my own career was at stake, I accepted the offer that carried the biggest drawing account, although the agency was a small one, without any talking points, and in fact had only one or two large accounts which it controlled entirely by pull.

Mr. Oliver, the head of this firm, had never had a really big man in his employ, and I made quite a hit with him by talking big, and demanding a large drawing account. He paid me seventy dollars a week and all expenses, and I immediately went out on the road for him, trying to put through a plan I had in mind for a combination advertising campaign by food manufacturers. I think this was the most interesting work I ever did, and the fact that the idea is a good one has been shown by the fact that it has since been put through by the Westfield Pure Food Bureau, which, of course, didn't get the thought from me, but happened to be working on it independently.

GOVERNMENT DISAPPROVAL KILLS LIKELY PLAN

My scheme was to secure the co-operation of about seven of the biggest manufacturers of foodstuffs and have a bureau organized. A capable and experi-

enced chemist in charge of it would test with absolute impartiality every product these manufacturers put out. In order to insure impartiality we would secure a head for the bureau who was so prominent that every housewife would trust the organization. It was my idea to ask the Hon. Jas R. Mann to lend the plan his endorsement by assuming a sort of honorary presidency of the bureau, but, of course, he was never approached in regard to this, as the thing did not go through.

This was a work that was really worth while, and to it I gave my utmost efforts for several months. I got all the larger manufacturers interested in it, and most of them seemed ready to go into it if it once got started, and they were satisfied with the company they would have in the association. There was one excellent feature in this plan which it seems to me might well be adopted by the Westfield people, and in case they have not thought of it I will hand it to them for what it may be worth. That was the use of a *stamp* or label which would appear on all the “Certified” foods put out by the manufacturers in the association.

A stamp of this kind gives you something definite to talk to the consumer about, and she can be taught to look for it and insist on seeing it, where without it, it is almost impossible to make her remember which *are* the approved products. The use of such a label of certification would be, of course an additional expense, but it would be well worth all it would cost.

It is very difficult to put through any kind of combination advertising, and although this idea of mine was certainly a good one, I simply wasn't strong enough or experienced enough to put it through. One big manufacturer who had absolutely accepted the thing provided I could get the others, and who had been co-operating with me in every way possible, finally sent me a letter that cancelled his acceptance without giving any reason. A

friend in the Government laboratory told me he had heard something which led him to think the U. S. Bureau had gotten wind of the plan and had non-officially discouraged it to such an extent that it would never go through with my manufacturer, who depended upon maintaining friendly relations with the department.

AS TO CUT-RATES

So this campaign was dropped altogether, and I went back to general soliciting for Oliver. Half a dozen times I seemed just on the point of landing something but it always slipped away. It was a great disillusionment to me to find what a big proportion of accounts are placed on the cut-rate basis. The standing of these accounts from the ethical standpoint of the advertising profession seems to be something like that of a profligate man in the eyes of the world.

Everybody may know, privately, that a certain man is utterly rotten morally, but he "gets by" all right in business, and receives the respect of his social world, just so long as this same knowledge which is held in private does not become "public" knowledge by flaring out in some newspaper scandal.

In a similar way it seems to be possible for a firm to commit the ethical sin of splitting advertising commissions, and to receive recognition from all the publications, even the most straight-laced, providing the splitting detail is handled in the form of a rebate.

One advertising manager I called on as good as admitted that he received this rebate—presumably with his firm's sanction. I had been after him for months, and submitted a sales plan that he wanted to pay me for and use. "Why can't we place the business," I asked, and never could get a satisfactory answer. "—— & Co. have been handling it for so long," he said, "that it would really never do to change it."

Later on when I knew him better, he led me uptown and showed me his home, one of the hand-

somest dwellings on the most fashionable street of the town. "My salary with the —— Mfg. Company never paid for that," he said, looking at me in a quizzical manner.

Another friend of mine is advertising manager for a national advertiser buying sixty or seventy thousand dollars' worth of magazine space each year. I am convinced that everybody who knew anything at all about this account knew that it was being placed on a cut-rate basis; yet the agency placing it got recognition from just about all the magazines and magazine organizations. This was true until a year ago—I do not know what the conditions are now.

Two years ago I threw out a hint to this friend as to the possibility of getting his account. "Frank," he answered, "of course it won't do for me to betray any confidences about how our business is placed, but I'll give you a little hypothetical case showing how I would go about securing an agency if I wanted to save commissions.

"It's all rot to talk about the crookedness of taking a rebate on commissions anyhow, providing the firm gets it, or consents to the advertising manager getting it as part of his salary. This commission plan the agencies run on is all wrong, and the split commission is just the natural way of overcoming a false and artificial condition. It's like water seeking its lowest level. No good business man is going to pay fifteen per cent for a brokerage service; and he can't use any other service when he has a big and expensive advertising department of his own.

WHAT IS BROKERAGE WORTH?

"Now in my opinion a firm is foolish even to pay five per cent for brokerage. If you talk in percentages you can't do much better than that, but if you talk in cash you can. Now in this hypothetical case I was telling you about an agent who turned down the chance to handle the business for five per cent, and

88% of Southern Farm lands are occupied by white land owners

according to the report from the U. S. Dept. of Agriculture, while only 12% are worked by negro farmers. Of the improved land on Southern farms, 81.6% is in the hands of white farmers, with only 18.4% occupied by negroes. The report also shows that in the United States, as a whole, only 75% of the farms are worked by native white farmers, as against 81.6% in the South.

These facts will, no doubt, astonish many advertisers who heretofore have thought of Southern farms as being mostly operated by negroes and should be significant to those who are desirous of cultivating the farming trade of the South.

To reach the best white Southern—the most ambitious and progressive—farmers, advertise in



ATLANTA, GEORGIA

Edited at Atlanta, Ga., by Prof. L. A. Niven, one of the ablest Southern agriculturists and editors, who knows the conditions of the South. Southern Farming shows its readers how to make more money by farming right, and by applying the latest accepted improvements of scientific agriculture. Its reading is so technical that it will interest none but the best farmers.

75,000 Circulation Weekly

among the live, thinking farmers of the South, who are applying in the South the same practical, progressive methods that have made the Northern and Western farmers so prosperous.

Address nearest office for sample copies and further information regarding this leading farm weekly—SOUTHERN FARMING—the farm paper for the whole South.

ORANGE JUDD COMPANY, Publishers

Headquarters: 315 Fourth Avenue, New York

Southern Office: 326 Candler Bldg., Atlanta, Ga.

Western Office:
1209 Peoples Gas Building
Chicago, Ill.

Northwestern Office:
602 Oneida Building
Minneapolis, Minn.

New England Office:
Myrick Building
Springfield, Mass.

Results: The Best Test

That we are producing more voluntary and more satisfied subscribers, by our new methods, is proven by the fact that our sales are coming easier. The proofs of the ease and voluntariness with which we are selling is shown by the fact that Minneapolis, which has a quota of 400 subscriptions a week, is averaging 600—Providence, with its quota of 350, is actually running 540—Pittsburgh showed more subscriptions to Collier's for the week ending October 14th than for any previous week this year—and the week ending October 21st was the largest week that San Francisco has had this year. Chicago, which has a quota of 600 subscriptions a week, expects to average 800 or 1,000 this Fall, and Boston expects to do nearly as well. These are only a few; but they are typical cases and they tell a significant story.

We are going to give 700,000 on February 1st—buyers who have been sold easily and are satisfied with their buy.

There will be news-stand buyers, satisfied to buy Collier's when and where they please; premium subscribers satisfied with premiums; magazine subscribers satisfied with magazines. This means satisfaction to all of them—each in his own particular way.

Next announcement—"Collier's Universal Appeal."

F. L. Patterson.

Vice President and General Manager.

Branch Offices of P. F. Collier & Son, Inc.

Atlanta	Washington	Boston	Buffalo	Cleveland
Chicago	Cincinnati	Denver	Detroit	Indianapolis
Kansas City	Louisville	Memphis	Milwaukee	New Orleans
Omaha	Philadelphia	Pittsburgh	Providence	St. Louis
St. Paul	San Francisco	Syracuse	New York	Dallas
Portland	Newark	Minneapolis	Toronto	Washing
		Baltimore		

talked as if he were insulted at the commission-splitting offer.

"Later on, after dickering with several other firms, the advertising manager of this hypothetical manufacturer walked into the office of the agency and laid before its president ten nice crisp hundred-dollar bills. And for that sum, paid in advance in cash, the agency agreed to place and bill any amount of advertising for one year and rebate *all* the commission providing the manufacturer took care of it on the financial end of the account, and paid for all incidental expenses, such as plates. The commission amounted to around two per cent as it actually worked out. That deal, in my opinion, was good business for the advertiser, and good business for the agency, and if it violates any of your professional codes then it just goes to show that your commission basis is all wrong anyhow."

The above quotation, if not verbatim, is a fairly accurate expression of one advertising manager's opinion on this question, and I am giving it in full because it seems to be a good expression of one side of the question, and not because I myself agree with it.

Theoretically I believe the agency commission system has grave faults. Practically it seems to me as evident as daylight that to abolish it at present would be almost fatal. I have heard some of the big agency men, Trinker among them, say that they would like to see commissions abolished, and that if they had to work on a fee basis it would kill off the small, inefficient agents and give the good ones all the business.

But they never meant it, not for a minute. Stop the commission plan of doing business, and as sure as fate all the really great men in the advertising business will be forced into some other line of work or else will gravitate to the advertising managerships. There is a tendency in that direction already, and doubtless it is a good thing, but the best handled businesses in this country are the ones that have one good adver-

tising manager's mind centered on each one exclusively, *plus* a section out of one or more good agency minds that can look at a business from the standpoint of broader experience.

When the commission plan is terminated, if ever, it simply won't be human nature for the big advertiser to pay service fees that will come anywhere near equalling the agent's commissions—and so the agencies will not be able to support the high-priced and brainy men that are in the business to-day.

IS NO-COMMISSION DISCUSSION JUST TALK FOR EFFECT?

Of course it makes a hit with advertisers to talk about the evils of the commission system, it furnishes a nice background for a talk about service, and I notice that quite a number of big agency men are writing articles that tend in this direction. But they have their eyes on the publishers all the while ready to make a quick turn if it looks like they are going to be taken seriously. If there have been any of them sincere enough to forego commissions I have yet to hear of them. Of course there are a few in this class who are not granted recognition and could not get commissions anyhow; and it is to one of these that you must go to hear the real dyed-in-the-wool, whole-souled arguments for the service fee system. There's an enthusiasm in their selling talk on this subject that the man representing a recognized agency can never hope to equal.

To return to the subject of my work for the Oliver Agency. I left this firm without having landed a single account. Of course I had only gone after the big things, but accounts of a hundred thousand dollars per annum and up do not change hands every day.

After I had been with Mr. Oliver about three months we got a letter from the sales manager of a firm doing very nearly a half million dollars' worth of advertising a year. This was one of the men I had called on in connection with my plan for a manu-

facturer's pure food bureau, and he wrote saying that it might be worth while for me to see him on my next trip West. This letter called for an immediate solicitation if one ever did, but Oliver was discouraged. "That account has belonged to Thomas & Sons ever since the firm started business," he said, "and I guess it isn't going to change now. Anyhow I'm not going to put up any more travel money. You can go at your own expense if you want." I have never got through kicking myself that I didn't go, for it was only a couple of months later that this big account did actually change hands.

One day Mr. Oliver's personal secretary put in front of me a promissory note for several hundred dollars. I took it into his office when he came down. "What's this for?" I asked. "I want you to sign it—it is what we estimate to be your share of the expenses of the experiment we have been making and which we will now terminate."

My agreement had never called for anything of this kind, and it isn't usual for an unsuccessful solicitor to be expected to refund his drawing account or even part of it. So I refused.

"All right," said Oliver, querulously, "I suppose I'm stuck then." Suddenly I changed my mind and signed the note. It proved to be a good "hunch" that made me do so, for six months later Oliver worked me into a very good position as advertising manager for a national account. He said I was just the man for the place.

I had to make good on "copy" before the appointment was confirmed, but to this day I believe the real reason I got the position was in order to increase the market value of that note.

St. Paul Man Organizes New York Company

A. Alperstein, who is now advertising and sales manager for Digesto, St. Paul, Minn., has formed the firm of Alperstein & Wittenberg and will move to New York about January 1.

In New York Mr. Alperstein will be advertising and sales manager of the new firm, which will manufacture a line of dresses.

Illustrations from Copy-Writer's View-Point

Three Primary Requisites of Booklet Illustrations—The Artist's Part Is Not Merely to Ornament—Some Profitable Innovations—Address Before Advertising Affiliation

By James Wallen

IT may seem illogical for a copy-writer to affirm that oftentimes the illustration of the booklet is of more importance than the text—that the text becomes the illustration to the pictures in the book. I will be suspected of diplomacy in so doing—a situation that Ambrose Bierce deals with in his *Fantastic Fable*, "Jupiter and the Baby Show."

Jupiter held a baby show, open to all animals, and a monkey entered her hideous cub for a prize, but Jupiter only laughed at her.

"It is all very well," said the monkey, "to laugh at my offspring, but you go into any gallery of antique sculpture and look at the statues and busts of the fellows that you begot yourself."

"Sh! Don't expose me," said Jupiter, and awarded her the first prize.

PICTURES WHICH COUNT

I am willing to award the artist and the layout man first prize in the production of most booklets intended to sell goods and not for the reason that prompted Jupiter to hand the Nobel prize to the monkey. Where there is any necessity for pictures they must be right. People remember what they see longer than they retain the things they hear and read, especially if those things be of good report. The theatre is the most popular of all the arts, because it is largely scenic. People do not want to hear or know as much as they want to see.

I am thinking of the democracy and not of the intellectual elect who read the extremely severe and serious and get along without pictures. In fact, the high-brows assert that pictures are for people

More Facts

The Curtis Publishing Company is always anxious to give full circulation information to advertisers.

Sometimes information received direct is more reliable and more satisfactory than rumors.

The edition of the November 8 issue of THE SATURDAY EVENING POST was 2,050,000 as against 1,936,000 for the corresponding issue last year, and 2,030,000 for the previous issue this year.

Every issue during 1913 has shown an increase over the corresponding issue in 1912, just as every issue in 1912 showed an increase over the year previous.

ADVERTISING DEPARTMENT

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

who cannot read. But the combined purchases of the mental aristocrats would not keep the doors of one big business house open. I need not dwell on the necessity of pictures. The success of the movies has proved that for all time. Pictures are a well-appreciated factor in advertising.

To my mind, the three primary requirements of booklet illustration are these: First, that it give a graphic, truthful representation of the article advertised. Second, that it show the article in use if it is possible to do so without detracting from the preciseness with which the article is pictured. Third, that it be decorative and artistic, if these qualities do not interfere with the technical rendering of the article and the scene of the article in use.

THE UTILITY OF DECORATION

There is a confusion in the minds of many booklet-makers between illustration and decoration. The utility of decoration lies in possessing attractive qualities and in non-interference with the illustration or the correct picturing of the article advertised.

If you look at the illustration of a motor car, a hat, or a clock, and it fails to awaken in you the impulse of acquisition, there is something wrong with it from a commercial standpoint, no matter whose name may be signed to the picture. The most important phrase in the English language is "I want it." Impersonal pictures are a bad investment.

I do not object to the new art, which is utilized in some cigarette advertising, because the article advertised has no pictorial value. But in connection with millinery, how infinitely better are the pictures of real hats issued by Gage Brothers than some of the sketchy, indefinite things which some big metropolitan department stores spring every little while. They do not give the right message about their product. Women are looking for information, not entertainment.

Could anything be more honest, more straightforward, more appealing and more sales-inducing

than the portrait of sturdy Big Ben as you see him in the magazines and on the window-cards?

Advertising men should think of what we can justly demand of the illustrator. Our clients demand of us that we sell the goods. "May I sell the goods" is the ad man's morning prayer, and as soon as he gets old enough he says it in place of "Now I lay me down." Let us demand of the illustrator that he help us. No matter what the medium of expression (sketch, painting or photograph), the artist's work must have selling power.

The American Locomotive Company, which has since discontinued the sale of automobiles, once issued a catalogue which pictured its machines carrying people, that never could be, into places that never were. The effect was unreal, weird and most unconvincing. However, according to the Aubrey Beardsley standard, these pictures are decorative.

Often we do not sufficiently impress upon the illustrator that his part is *not to ornament*, but to take an active part in the disposal of goods. The illustration and the text of a booklet should be like Potash and Perlmutter endeavoring to sell a bill of goods. Where Abe leaves off, Morris takes up the thread of argument. When the ungente reader's attention is not centered on the text, the illustration should be talking to him with all the power of persuasion that forceful art can lend. Art must put on the yoke and serve.

HOW NECESSITY BREEDS NEW METHODS

I know that the artist often bucks under the curbing requirements of advertisers, forgetting that his own brother, the copywriter, who may have literary leanings, must confine himself within the limits of sensible ad writing. These confinements give what Wilde called "that delightful sense of limitation, which in all the arts is most pleasurable, and is, indeed, one of the secrets of perfection." To be so much a master of your medium that you can make it do what must be done is art.

I make a plea for the serious commercial artist, who, realizing the limitations of advertising illustration, is working to produce pictures possessing the highest possible art, combined with the greatest possible selling efficiency. He is the man we must look to for the picture which will co-operate with the text in selling goods. We will not gain our ends by seeking the superior artist, who descends from the exotic greenhouse of art into the vegetable garden of advertising. The commercial artist, knowing that he has to fill an exacting requirement, finds newer methods and mediums of expression, which would not be discovered except for his crying need.

PASSING OF MECHANICAL AND UN-RELATED PICTURES

The men who are specializing on commercial art are making great innovations. Working with the limitations that advertising imposes upon them, our commercial artists and engravers are supplying an agreeable compromise be-

tween the crude commercial illustration of a few years ago and the overworked decorative stuff.

In the early days of advertising the picture was either horribly mechanical or absolutely unrelated to the subject matter. The reproduction of purely artistic pictures for covers with the advertiser's card set in the corner is a dead issue. The pictorial appeal to-day must be direct and to the point. The masterpieces that we used to find in packages of groceries and with soap are a thing of the past, along with the ugly, inartistic commercial art of a decade or so ago. The wonderful Morgan & Wright and Goodrich girls have had to make way for the tires. Mr. Hires is showing the root beer boy instead of biblical characters to-day.

We are finding out how to merge good art and salesmanship. We are learning how to combine details and atmospheric ideas. The paper-makers are contributing to the possibility of reproducing the artist's work faithfully and well. I find that the New Year number

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

of *The Artist*, issued in London, January, 1900, makes this complaint on the publication of Sir John Millais's work in book form: "We wish it had been possible to use more durable paper, or we should say, we wish it had been possible not to use paper at all. Certainly this modern art paper can be so called in courtesy only." These thirteen years have brought the production of proper papers for every purpose near perfection.

As a booklet is a selling agent, it should be planned by a man who understands much about selling and enough about printing to know what good printing is. A man who sells knows that a booklet must contain a diversity of interest. There is rest and change for the mind in a variety of treatments. I believe that a booklet should be harmonious, but at the same time I think that we can afford to put a little programming into the pages. That is what makes the magazines interesting. If all of the pictures in a magazine were made in the same style and by the same medium, the magazine would be much less engaging.

SHOULD BOOKLET AND MAGAZINE MAKE-UPS BE SIMILAR?

There is no reason why the make-up of a booklet should be unlike our favorite magazines. We must have enough variety in the subject matter and pictures to arouse the enthusiasm and kindle the anticipation of all kinds of temperaments and conditions of readers. If they are not interested in one picture or description, they may be in another. I can't see why each page of a booklet must be given absolutely the same style of treatment. This may seem a rather anarchistic theory for me to advocate, but some recent booklets I have seen have driven me to this idea. I have just looked over a very expensive booklet, *Toilet Hints*, issued by the house of Richard Hudnut. The treatment of every page in this booklet (borders, type and illustration) is absolutely the same. There is no humanity in these pages. It is a deadly succession of uniform construction. I can see a dozen ways

in which interest could be injected into the Hudnut catalogue, certainly adding to its forcefulness without losing a bit of its dignity.

The best printed of the popular periodicals are attractive because they have a profusion of the various styles of illustration. I believe that the methods which apply to the magazines apply to booklets and especially to house-organs. I recently had something to do with the production of a booklet of furniture specialties. At the top of every page is placed the half-tone reproduction of the article itself. On the lower outside corner of every page is a suggestive sketch of the furniture in use. There is more uniformity than I desire in this booklet, but the live quality of the sketches redeems it. The story is told in the pictures, thus aiding and abetting the text. Will someone show me a better way of continuing the interest of the reader from page to page?

CONSIDERATIONS AN ILLUSTRATOR MUST FACE

The criticism may be made that I am dealing with the catalogue, rather than with the booklet. I know that there are booklets about goods which are devoted to adventure, romance, ginger-stories and humor. While I believe that these general publicity booklets are good as supplementary work, I do not think that they are in the same class with the booklet that describes the goods in a graphic and entertaining way. Someone has said that a little humor is a dangerous thing, and I am inclined to believe that this is so, with rare exceptions. Once in a while we find an advertising man who can make a booklet funny, but not too funny. The illustrator who seeks to make humorous pictures for advertising must learn that restraint, good taste and the law of diminishing returns are considerations to face squarely.

To-day the advertiser can describe his goods pictorially so well that the necessity for samples of his goods is diminishing. The various processes of combining etchings with halftones, the applica-

Five Technical Paper Talks

No. 3

What a Technical Paper Demands

A technical paper puts certain demands upon its advertiser with which he must comply.

In the first place he must have a product which "belongs" in the field to which it is offered. In other words, it must be a product used in a business or professional way in that field.

In the second place, the advertiser must be truthful in his statements. He must not mislead, slander a competitor nor grossly exaggerate. We believe that truth telling is more important in a technical paper than anywhere else.

For if a man buys a suit advertised in a general medium and that suit does not come up to claims he is disgruntled, disgusted, profane.

But if the engineer who is building a skyscraper specifies a material that is not safe the consequences may be far more disastrous than in the case of the disgruntled individual.

By strict adherence to this policy, the readers of technical papers have confidence in the advertisements—a confidence which is carefully maintained.

Hill Engineering Weeklies

There are five of these technical papers—each the leader in its field. Write for a copy of the Hill Advertising Code.

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The standard Paper of Engineering and Contracting. Circulation 20,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 26,750.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 32,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 12,250.

Hill Publishing Co., 505 Pearl St., New York

How Colgate's Get Children Interested

The System Which Put Two Millions of Trial Sizes in the Hands of School Children Last Year—Inventor of Educational

Munsing's Plan to Get operation

Quite a few department stores been giving considerable space here to popularize the dainty little character "Molly Munsing," which has been the advertising figure of the Munsing Underwear Company.

This concern has spent considerable money to popularize the paper doll and children.

Victor Aims at Juvenile Market

The latest addition to the Victor Talking Machine Company's educational service is a booklet entitled "A Graded List of Victor Records for Children in the School and Home." The book contains 100 pages and covers a wide variety of records which have been selected to awaken interest in the big numerous manufacture to nowadays. in the book are.

Increase in "Aunt Jemima's Family"

The Davis Milling Company, of St. Joseph, Mo., has started its fall campaign on Aunt Jemima's Pancake Flour with half-pages in newspapers. The feature of the copy is a large figure of the old colored mammy saying, "Tse in Town, Honey—Now Fo' Some Dan'y Pancakes, Honey." The copy calls special attention to the funny Aunt Jemima Rag Dolls for children. The family has increased there are now Aunt

Here are four advertisers who are realizing that the home world revolves around the young folks.

Many others are becoming more and more interested in this new spirit of advertising to the young folks and through them reaching the parents.

You know it, too, but are you using the knowledge to increase your sales?

You select, as mediums, magazines with reader influence.

St. Nicholas exercises more influence over the minds and hearts of its readers than any other magazine published (a large claim—but read on). Its readers are young and youth is the most susceptible age. Mothers read St. Nicholas closely to know just how their children's minds are being developed. We happen to know also that fathers like the Nature and Science department best, so here again we find added values in the matter of real home influence. Thus you secure complete attention in advertising through St. Nicholas. You reach the parents through their intense interest in their children, and you reach the young folks through their loyalty to and great love for St. Nicholas.

Use St. Nicholas for immediate sales and to insure your future business.

Begin with January.

Run regularly.

DON M. PARKER
Advertising Manager
Union Square, New York

tion of Ben Day effects, the development of the offset and kindred processes, color combinations and the making of special papers for special purposes are highly important subjects. From the men who are working with these things every day you will get infinitely more than I can ever tell you.

When I go to a printer, an artist, or an engraver, I ask him to accomplish what I have in my mind in the way of illustration to promote sales. My idea may look impossible to me and even to him, but I ask him to experiment with it until he finds the way. One imperative in connection with booklet-making is that nothing interfere with its main intent. The author of the booklet should be the boss of the job. Otherwise his fine and sincere purpose to move goods may be thwarted. When I take a manuscript to a printer and he tells me to alter my plan for the sake of what he considers good printing there is a sound of a slow getting up and going away. And when the movement is completed, this adscripter is represented in that printer's place by nothing but a warm spot on the wooden chair.

Truth-telling in pictures is a matter to which we ought to direct our attention. We once considered a photograph absolute proof of the truth of a report, but we know better to-day. If the film cannot lie, the photographer can.

Recently a concern which manufactures electric cars showed in the center of its booklet a picture of a section of Fifth Avenue in which every motor car on Manhattan's turnpike is of one make. On several momentous occasions I have strolled down Fifth Avenue. That picture may be a coincidence, but like the Irishman who believed in miracles, I am not superstitious enough to believe in coincidences. I know that the congestion of traffic by one make of car is not only incredible but impossible.

I recently saw a folder issued by a small manufacturer of water-filters which pictured bugs and other undesirables that were so

large they could not possibly get through a faucet. In fact, it would have been more convincing if the manufacturer had said that he garnered his specimens in a jungle with the aid of a Savage Automatic. This sort of fakey illustration is often found in technical booklets, and it is a practice which harms the advertiser most.

I do not mean that we should not use the clever effects which are produced by photographers to emphasize certain ideas and points of interest, but it is not necessary that these effects mislead. Witness the clever massing of apartment houses on the cover of the New York *American* Renting Guide, a great effect in grouping which faithfully tells the story of what New York has to offer in the way of fine apartments.

Mail Replies No Real Test of Ads

Luther D. Fernald, of the advertising department of *Collier's Weekly*, addressed the St. Louis Ad League, November 4. "Should Mail Inquiries Be the Test of an Ad's Pulling Power" was his topic. He asserted that mail replies are a crude rule o' thumb test; no real test at all.

Parks & Weiss, New Advertising Firm

F. L. Parks, for several years a member of the advertising force of Doubleday, Page & Co., and lately with *Vogue* and *Dress and Vanity Fair*, has joined I. E. Weiss, of New York. The firm name is Parks & Weiss. The new concern is specializing in developing local advertisers whose goods can be exploited nationally.

One Nashville Paper Absorbs Another

The Nashville, Tenn., *Democrat* has been absorbed by the *Tennessean* and *American*, Senator Luke Lee's newspaper. The *Democrat* was established two years ago and ceased publication November 2 immediately after the absorption took place.

Ayer, President of Baptist Convention

Last week, F. Wayland Ayer, of N. W. Ayer & Son, was re-elected president of the New Jersey Baptist State Convention. Mr. Ayer was first chosen president in 1884 and served until 1894. He was again elected in 1909 and has served continuously since.

Amounts Spent by Railroads in Advertising

G. A. PENNOCK
ADVERTISING

Chicago, Oct. 27, 1913.

Editor of PRINTERS' INK:

If you can give me the approximate annual advertising appropriation of each of the leading railroads of the country, I shall appreciate having the information.

G. A. PENNOCK.

According to the Preliminary Abstract of Statistics of Common Carriers, for the year ending June 30, 1912, issued by the Interstate Commerce Commission, the amounts spent in advertising by the leading railroads of the country are as follows:

Pennsylvania R. R. Co.	\$422,173
Pennsylvania Co.	76,765
Pittsburgh, Cincinnati, Chicago & St. Louis Ry. Co.	70,700
Philadelphia, Baltimore & Washington R. R. Co.	92,569
Northern Central Ry. Co.	24,803
Vandalia R. R. Co.	15,837
Long Island R. R. Co.	60,360
New York Central & Hudson River R. R. Co.	307,437
Lake Shore & Michigan Southern Ry. Co.	142,775
Cleveland, Cincinnati, Chicago & St. Louis Ry. Co.	109,814
Michigan Central R. R. Co.	71,035
Pittsburgh & Lake Erie R. R. Co.	10,100
New York, Chicago & St. Louis R. R. Co.	82,677
Baltimore & Ohio R. R. Co.	177,299
New York, New Haven & Hartford R. R. Co.	149,782
Boston & Maine R. R.	125,856
Erie R. R. Co.	57,185
Philadelphia & Reading Ry. Co.	80,415
Central R. R. Co. of New Jersey	94,643
Lehigh Valley R. R. Co.	140,287
Delaware, Lackawanna & Western R. R. Co.	128,911
Wabash R. R. Co.	74,467
Delaware & Hudson Co.	86,906
Pere Marquette R. R. Co.	49,652
Chicago & Alton R. R. Co.	78,256
Chicago & Eastern Illinois R. R. Co.	65,750
Illinois Central R. R. Co.	164,933
Central of Georgia Ry. Co.	39,524
Yazoo & Mississippi Valley R. R. Co.	3,105
Southern Ry. Co.	145,814
Mobile & Ohio R. R. Co.	25,663
Atlantic Coast Line R. R. Co.	65,399
Louisville & Nashville R. R. Co.	171,872
Nashville, Chattanooga & St. Louis Ry.	37,279
Norfolk & Western Ry. Co.	42,108
Chesapeake & Ohio Ry. Co.	51,131
Seaboard Air Line Ry.	52,804
Southern Pacific Co.	739,105
Galveston, Harrisburg & San Antonio Ry. Co.	78,516
Minneapolis, St. Paul & Sault Ste. Marie Ry. Co.	71,264

Atchison, Topeka & Santa Fe Ry. Co.	438,907
Gulf, Colorado & Santa Fe Ry. Co.	44,306
Chicago, Burlington & Quincy R. R. Co.	238,861
Chicago & North Western Ry. Co.	331,539
Chicago, St. Paul, Minneapolis & Omaha Ry. Co.	40,266
Chicago, Rock Island & Pacific Ry. Co.	280,909
Chicago, Milwaukee & St. Paul Ry. Co.	197,657
Chicago, Milwaukee & Puget Sound Ry. Co.	131,487
Northern Pacific Ry. Co.	261,460
Great Northern Ry. Co.	236,467
Union Pacific R. R. Co.	380,523
Oregon Short Line R. R. Co.	85,792
Oregon-Washington R. R. & Navigation Co.	168,658
St. Louis & San Francisco R. R. Co.	190,300
Missouri Pacific Ry. Co.	67,056
St. Louis, Iron Mountain & Southern Ry. Co.	59,622
Denver & Rio Grande R. R. Co.	178,275
Missouri, Kansas & Texas Ry. Co.	54,304
Missouri, Kansas & Texas Ry. Co. of Texas.	29,501
Texas & Pacific Ry. Co.	48,339
Chicago Great Western R. R. Co.	35,310
Duluth, Missabe & Northern Ry. Co.	4,596
Canadian Pacific Ry. Co.	596,005

It is interesting in this connection to note just what the Interstate Commerce Commission regards as the proper expenses to include under the heading "Advertising." In a letter to PRINTERS' INK, W. J. Meyer statistician for the commission says this account includes: " * * * pay and expenses of advertising agents, cost of bill posting, etc., printing, publishing and distributing passenger time-tables, folders, and notices to shippers for general distribution; printing advertising matter; advertising in newspapers and periodicals for the purpose, of securing traffic; bulletin boards, cards, cases, cords, display cards, dodgers, folders, glasses, handbills, maps, pamphlets, posters, racks, frames, tacks, photographs, views, and postage and express charges on advertising matter; donations to carnivals, authorized for traffic purposes and other expenses for attracting traffic."—[Ed. PRINTERS' INK.]

Monroe E. Stern has withdrawn from the Rose-Stern Company, advertising and printing, New York. The business will be continued by Irwin Jordan Rose under the old firm name.

New Home of People's Popular Monthly, the Big Small Town Magazine of the Rich Middle West



This fine building has been erected by and for People's Popular Monthly, the fastest growing publication in the Middle West.

More than 30,000 square feet of floor space is available and every modern convenience will be installed. Only 13 years ago, one 10x15 room was our office.

Prosperous readers made this building possible. **Build your product into the home life of Middle West by consistent publicity in this prosperous publication.**

THE CIRCLE OF

CERTAINTIES

PEOPLE'S POPULAR MONTHLY

W. E. RHODES,
717 Harris Trust Bldg.,
Chicago, Ill.

R. R. RING,
711 Globe Bldg.,
Minneapolis, Minn.

CARL C. PROPER, Pub'r.

C. A. COUR,
409 Globe Democrat Bldg.
St. Louis, Mo.

DES MOINES, IA.

DAVID D. LEE,
1702 Flatiron Bldg.
New York City.

O. G. DAVIES,
306 Gumbel Bldg.,
Kansas City, Mo.

\$52,000 To Adver

The New York American has just launched the most intensive and extensive advertising campaign ever planned by a New York newspaper.

More than \$52,000 will be expended on this campaign during the next twelve months.

**Making New York A
even more responsive
the future than they have**

The advantages of advertising will be treated in a new and interesting manner. Important facts and figures regarding the New York advertising situation will be presented. Problems of merchandising will be dealt with in a way beneficial to every business man in every line who spends or contemplates spending money in newspaper ad-

New York

Greatest Quality - Qu

More Than 280,000 Daily

Advertise Advertising

The preliminary announcements deal in a broad way with the general principles of newspaper advertising. These will be followed by the most important phase of the campaign—

New York American readers
responsive to advertising in
they have been in the past.

new
re-
re-
in
who
ad-
vertising (or in any other kind of advertising) in New York.

It is a nationally known fact that advertising in the New York American has always paid—and paid well.

This campaign is going to make both the local and the national advertising dollar do double duty in the

 **New York American**

Large Quantity Circulation

Over 750,000 Sunday

To a Publisher:

WHEN I was on Collier's I saw Calkins & Holden from the outside, and my impression was mainly based on the "copy"

I saw in the magazines and newspapers.

¶ I have often seen and admired battleships floating on the water, but one day I was taken down into the works, and my impression changed from admiration of the beautiful lines to amazement at the efficiency of a complete, thoroughly business-like organization. ¶ And now that I am here that is how I feel as I study Calkins & Holden from the inside. Art and atmosphere (for attention-compelling purposes) are but the outward and visible signs of an inward effectiveness. ¶ Fill out the picture yourself to the last parallel detail—from busy officers to the busy boy polishing brass. This is a complete, thoroughly organized engine of business warfare. ¶ This engine works as a unit for advertisers. Have you seen the C & H book that tells about The Composite Man? It gives you a view of the inside works. Shall I send it?

Mr. Berrien

These letters by Mr. Berrien of our staff will appear weekly in Printers' Ink.

CALKINS & HOLDEN

250 Fifth Avenue

New York



How Uneeda Furnishes the Sales Force with Conversation

National Biscuit Company Issues Folder Describing Mears' Trip Around the World with Package of Five-Cent Crackers—The Salesmen Coached to Play Up the Dramatic Quality of the Story

IT may seem like carrying coals to Newcastle to talk about furnishing conversation to salesmen, yet this is exactly what the National Biscuit Company is doing.

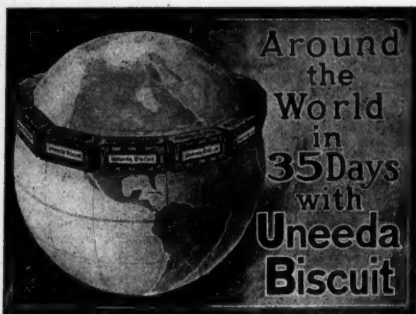
A six-page folder has just been issued describing the recent globe-circling trip of John Henry Mears, a nephew of President Green, of the National Biscuit Company, Mears, who made the trip in the interests of the New York *Evening Sun*, carried with

The folder, which is called "Around the World in 35 Days with Uneeda Biscuit," is the first attempt the company has made to "cash in" on the tour. It is largely composed of snapshots taken by Mears, one page being given over to text, which urges the salesmen to use this trip as a subject of conversation and to tell every grocer and grocer's clerk about this "extreme test." The salesmen are also required to ask the grocer to pass the news on to the customer. The idea is to get extensive "word-of-mouth" circulation at small expense, and at the same time give the salesmen something that will not only get the dealer's interest but will have a strong sales moral as well. Here's the substance of the salesmen's talk:

Mears was engaged by the *Evening Sun* to go around the world and try to break the world's record, and he did. The previous record held by Andre Jaeger-Schmidt, of France, was 39 days and 19 hours. Mears made it in 35 days and 21 hours.

At the last moment Mr. Green had a happy thought and asked Mr. Mears to carry with him a package of Uneedas, because he wanted to see how the package would withstand the sea air and the various changing climates.

Mears left New York the middle of July with the package of Uneedas safely packed away in a metal container to prevent breakage. He left the *Mauretania* at Fishguard, Wales, took the train to London, crossed the English Channel to Paris, then to Berlin and St. Petersburg. As often as occasion permitted Mears would take a snap-shot of the package, or have some passer-by snap him holding it. In one view we see him, package in hand, at the tomb of Napoleon, and in another on the steps of the Ameri-



COVER OF FOLDER CAPITALIZING MEARS' TRIP AROUND THE WORLD

him a package of Uneeda Biscuit as mentioned in PRINTERS' INK at the time. His telegrams were published in the *Evening Sun* daily. When he returned to New York, some thirty-five days after sailing, the package of biscuits was opened by President Green in the presence of a committee, and the contents found to be in first-class condition. This fact caused considerable elation over on West Thirteenth Street, and the advertising world has been expectantly awaiting its exploitation.

can Embassy in Berlin, Germany.

From Russia, Mears and his package crossed Siberia to Manchuria, both surviving the Siberian Railway without mishap. They then crossed to Japan and returned to New York by way of Vancouver and Seattle, beating their schedule, according to the *Evening Sun* headlines, by one second!

The National Biscuit Company stated in an interview that no plans other than the salesman's piece were on the fire, but judging from the amount of comment that this folder was creating, it is possible that the trip will be used for other advertising purposes in the near future, particularly as the package is being carefully kept in celluloid for reopening at a later date.

Atlanta Ad Men's Spelling Bee

On October 28 the Atlanta Ad Men's Club had a spelling bee. Invitations were sent out in the form of an old-fashioned "blue-backed speller," and a cash prize was offered for the one who "spelled down" the others. The words selected were taken from the trademarks of nationally advertised goods.

Bert Adams and Ivan Allen were the captains of the respective sides, and Lee Jordan acted in the capacity of teacher and gave out the words.

Dr. W. A. White had the distinction of missing the first word, which was Coca-Cola.

Howard Geldert fell down on Antipholistine. It was finally spelled correctly by T. H. Brannen, who received an ovation.

When E. H. Cone misspelled Budweiser, a committee from his side was appointed to try him for deliberate treason. It developed, however, that Mr. Cone had misunderstood the word, and when he was given another trial, spelled it with the utmost ease.

When the fight had narrowed down to one man on each side, the excitement was intense. When, finally, his opponent spelled the words "Hicks" without the k, T. S. Florence was proclaimed champion.

Kenneth E. Dodge Opens New York Office

Kenneth E. Dodge, formerly advertising manager of the Woodside Sterling Company (silverware), New York, and later manager of the service department and advertising for the Kalkhoff Company (printing), New York, has opened an office in New York and plans to serve a number of concerns as advertising counsel.

The League's "Newspaper Night"

It was newspaper night at the meeting of the New York Advertising Men's League last Thursday evening at the Aldine Club. Detective W. J. Burns, who was to address the league, was called to Washington at the last moment and had to disappoint his audience. Dr. Harvey W. Wiley spoke instead. Dr. Wiley explained the similarity of his fight for pure foods with the fight that was being waged to eliminate fraudulent advertising, and said that he was doing everything in his power to help along the cause.

Robert Adamson, secretary to the late Mayor Gaynor and manager of the Fusion mayoralty campaign, spoke of the influence of the press in electing Mr. Mitchel.

William C. Freeman, advertising manager of the New York *Tribune*, went back fifteen years and revealed some inside information regarding the bad methods then in vogue. His talk is printed in full elsewhere in this issue. Louis Wiley, of the New York *Times*, endorsed the cause of honest advertising and said he believed a newspaper should take just as great pains to keep its advertising columns clean as the news columns. Manley Gillam also spoke.

The league is making an active campaign for new members.

Quick Distribution Through Newspapers

The Carrie Mehorne Doughnut campaign conducted by the American Baking Company, Louisville, Ky., consisted of "teaser" advertisements for the first week in the Louisville *Courier*. The teaser copy read: "This will be school children's week for Carrie Mehorne Doughnuts." This was followed by large copy on the sanitary, grease-proof package of doughnuts, wrapped in waxed paper and containing from ten to twelve doughnuts. It is said twelve thousand packages were sold the first three days on which the newspaper advertisements appeared. A quick distribution was established as practically every grocer was supplied before the campaign started.

Saginaw to Organize an Ad Club

Saginaw, Mich., is to have an ad club. Among those interested in forming the organization are: H. P. Baker, of The M. W. Tanner Company; James Bartlett, of the Wm. Barie Dry Goods Company; A. B. Turnbull, of the United States Graphite Company; J. W. Ippel, of the J. W. Ippel Dry Goods Company; Theodore Hoffmeier, of Heavenrich's; D. A. Coleman, of the Modart Corset Company; Perry Shorts, of the U. S. Health & Accident Company; Allen Jackson, of the Argo Electric Company, and representatives of the Saginaw newspapers.

Effective November 3rd

MR.

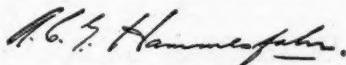
FRANK L. E. GAUSS

resigned as a member of Collier's advertising staff to become General Manager of The Leslie-Judge Co.

Mr. Gauss has been in the publishing business in increasingly important capacities for many years; he has always been a genial, high-powered, thorough-going doer of big things.

And so, a host of advertising men, East and West, will join us in not only wishing, but predicting, for him a big success in his new field.

P. F. COLLIER & SON, Inc.

A handwritten signature in dark ink, appearing to read "A. C. Hammesfahr". The signature is written in a cursive, flowing style with a prominent initial "A".

Manager Advertising Department.

The circulation
of Harper's
Magazine is
greatest in
proportion to
population
where there is
the greatest
average wealth

Chain Store Peculiarities of the New York Market

New York Made Up of Cities Within a City, Each of Which Requires Different Methods—How a Link in a Shoe Chain Was Put on a Paying Basis—Need of Neighborhood Salesmen

By R. A. Bruce

IN view of the increasing consideration that is being given the chain store as a manufacturer's outlet, and of the fact that the eyes of many manufacturers are turning toward Greater New York as a possible location, a few observations taken from eighteen years of chain store experience and an intimate knowledge of New York conditions, which have proved the rock upon which many a chain store hope has been wrecked, may be of value.

New York with its vast expenditures is a tempting chain store market for most Eastern manufacturers. The density of the population makes it ideal, enabling the use of intensive sales methods that keep selling expenses at a minimum. The great population of the greater city and suburbs makes it an almost inexhaustible market for even a big-sized factory.

But New York is a very peculiar market. It is a market made up of many peoples, with many habits, many different outlooks upon life, many fancies and fads. For this reason it is a market that one must understand in order to get the greatest returns from it.

Methods that will succeed in one section of the city will prove profitless in another. For instance, I remember one instance where one of a chain of shoe stores on the East Side had never been able to make money. While the store was run on the same plan as all the stores in the chain, and the same sales methods used, it continually showed a loss. We couldn't understand this, as it was obvious that a store handling

a popular-priced shoe in a heavily populated section of the city, with practically no competition, should do even better than a store in a more fashionable district, where the trade would be apt to patronize the exclusive stores. But the fact remained that it was so. Things went from bad to worse. A change of salesmen didn't seem to do any good, and so I decided to go down there and get to the bottom of the trouble. It took about a week to find out. Briefly we hadn't taken into consideration the peculiarities of these East Side people; we were laboring under the delusion that one policy for all stores was the thing.

THE CHANGE WHICH BROUGHT BUSINESS

A radical change was made in the personnel and store equipment. Bright new furniture was displaced by old stuff. The windows were given a local touch by taking out the standard display used in all stores and putting in a crowded display with prices played up prominently. In other words, we tried to make people feel at home. They were used to crowded, congested localities, and we reasoned our window displays should be of similar character. It didn't take long to get the business climbing skyward. And there are any number of chain stores that might take this hint, for it is just as logical to ask one of those East Siders to step into a Fifth Avenue drawing-room as it is to expect him to patronize some of the swell stores which cater to his trade along the mistaken lines of "exclusive appeal."

On Broadway conditions are different. Here you have the typical New Yorker, the "Broadwayite," to deal with. He is a fastidious human, not satisfied with an ordinary, every-day article. To get his trade one has to have something apparently different, something out of the ordinary. Whether it is different or not does not matter so long as he thinks it is. It takes a shrewd salesman and a clever

window trimmer to make a success on Broadway.

I have found on Broadway that if you take any one shoe and display it with a card calling attention to its merits, emphasizing each feature, and surrounding it with a number of other shoes, the result will be a considerable business in that line. The shoe may be little different from those that surround it, but the mere fact that you are displaying it and pointing out features which perhaps he had not thought of makes the passer-by feel that "here is something different; I had better get in on that," and he steps inside. The dyed-in-the-wool "Broadwayite" stays awake nights for fear something new will get by him in the dark.

Downtown a few blocks will necessitate entirely different tactics and windows. On Fifth Avenue you have a class of people to whom money is of secondary interest. On Sixth Avenue price is the big consideration. Methods that succeed on one street will not always—or usually—succeed on the other.

VALUE OF A NEIGHBORHOOD SALESMAN

Another peculiarity in the New York market is the value of salesmen who know conditions and customs. A salesman who might be successful in handling trade in one section could not sell toothpicks in another for the reason that he thinks himself better than the people he is dealing with, or doesn't understand their make-up from a sales point of view.

It is essential to hold your men, if you would build up a successful organization in New York. To do this, of course, is a matter of store policy and giving them a square deal. I am a firm believer in the profit-sharing system for employees. Then, too, the manager who can inject human interest into the men's work, and change what might be an uninteresting task into a game, also goes far toward solving the problem of holding men. I have in mind contests that pit the men

against each other for worthwhile prizes, such as trips to the country.

LOCAL TRAITS WHICH OFTEN PRODUCE SALES

Another trait of the New Yorker which can be turned to advantage by the shrewd chain store manager is the liberal way people in some localities have of spending their money. This makes it easy to handle side lines. A case in point is a store that had six dozen socks that it could not get rid of, at least so the salesman said. To prove to him that all that was required was a knowledge of the New Yorker whom he was dealing with, I ordered thirty dozen pairs, divided them among a number of stores and put on a contest. We got out a weekly bulletin and played the different stores against each other, and had some of the best men tell how they took advantage of this characteristic of the average New Yorker. This was just a matter of putting the proposition up to the salesman right, and in the six weeks of the contest we sold about \$3,000 worth of this one side line.

Summing up my experience with the New York market from a chain store manager's point of view, the lesson seems to be that a uniform "one for all" policy is the pitfall to be especially avoided. Of course, in some lines that is not so true, but in most cases it is vital. Each section of New York is a city within a city, with its own people and their customs, and it would be just as logical to start a store in London, Cork, Paris, Berlin and Constantinople, using the same methods and same plan of merchandising for all, as it is to use uniform methods to tap the different New York localities.

In New York the chain store operator must intensify, and intensify with a sympathy with and knowledge of special localities.

Le Soleil, of Quebec, Can., had its plant damaged by fire on October 31. *The Chronicle*, of Quebec, published *Le Soleil* until repairs could be made.

62.9 Per Cent *versus* 37.1 Per Cent

Almost 63 per cent of the people of the United States live in the smaller towns and villages, or on farms surrounding them.

About twenty million of these people read every week the 5,927 local small town newspapers of the

Kellogg & Western Lists

They don't glance at the papers and then throw them aside, but read every word and take ample time to do it leisurely. They have money to spend (lots of it) for everything that really appeals to them, and their needs are numerous and varied.

Why not bring your product to their attention in the cheapest and most effective manner, by publishing your announcements in all or part of these papers? The expense will be small and the results will be gratifyingly large.

May we not send you our catalogue with map, and quote rates?

Western Newspaper Union

CHICAGO

NEW YORK

Architects of Printing

To the Printer the artist and writer bear the same relation as the Architect and Engineer to the Builder.

Printers are not artists. They are Mechanics—mostly good Mechanics, who can, in conjunction with Artists and Writers, produce perfect printed salesmanship.

We feel that we have in our organization a good working example of this combination.

Our booklet department consists of—

First—Artists whose sole aim is to produce designs and illustrations which, while original and striking enough to arrest attention, still possess that quality of refined class that stamps them as the products and representatives of concerns of character.

Second—Writers who clothe the dry facts of your factory in interesting phrases permeated by the atmosphere of honesty.

Third—An affiliation with several of the highest grade mechanics in the printing profession, who can put paper and type together with a due regard for registry, makeready, and the niceties of binding.

It will possibly cost you a little more to have our imprint on your next booklet, but that little lifts your message out of the mire of mediocrity.

BIRCH-FIELD & COMPANY

Incorporated

110 West 40th Street

Tel. Bryant 8110-8111

Operating

BIRCH-FIELD
STUDIOS

BIRCH-FIELD
ENGRAVERS

BIRCH-FIELD
PRESS

BIRCH-FIELD
ADVERTISING AGENCY

Is Your Trade-Name Fit for Foreign Work?

How Well-Known Advertisers Are Appealing for Trade in South American Countries — Trade-Names That Harm More Than They Help—Apathy Toward Fine Points

By Roger McConnell

[EDITORIAL NOTE: Mr. McConnell has not only had the advantage of working out export advertising campaigns at home, but he has also "traveled" the leading countries of South America, thus being able to observe the successes and short-comings of Spanish-American copy of American manufacturers. The approaching completion of the Panama Canal is waking interest in business to be had in South America. One great lesson to be learned is the South American viewpoint. Mr. McConnell's article will be found very suggestive in this respect.]

THE very features that make a good many trade-names valuable in a sales way here at home make them something worse than useless in foreign territory. And yet the average export beginner pays absolutely no attention to the vital matter of putting out his product under a brand, mark or title which will mean something to the foreigner and help in the sales process instead of hindering.

Every now and then our local papers carry advertisements of some European product which has to be explained or diagrammed before we can even pronounce the name. So long as this is done, and not overdone, I am willing to admit that a certain novelty may result from it. But certainly no one will argue as to the folly of offering the average American reader—let us say a Polish product, under the name of "Wzyxczsk Pbdgqv," and this is precisely what "shrewd" American advertisers are doing in a good many foreign journals.

Take, for example, the Hay's Hair Health advertisement, clipped from a Latin-American newspaper. Here are three words which no Spaniard can possibly understand, to begin with, and which mighty few Spaniards can pronounce even if they are pain-

fully instructed in the process. And to make the matter worse, the first word also exists in Spanish, with, of course, an entirely different sound and meaning from that which it intends to convey.

Just how the Spanish reader can secure this product by asking for it at a drug store is beyond conjecture. And yet the only effect the advertisement can possibly have is to stimulate sales in that fashion. It would have been easy enough to change the trade-name so as to match the requirements of the Spanish tongue and ear, so as to make it a positive help in selling the goods instead of a practical barrier in the way of the sales process. This would have involved a change in the label, to be sure, but any export en-



HAY'S HAIR HEALTH

Salud del cabello de Hay

Nunca falla en dar al cabello canoso su color natural y belleza . . .

No importa cuanto tiempo haya estado canoso ó deslustrado. Desarrolla el crecimiento abundante de cabello saludable. Detiene su caída y positivamente hace desaparecer la caspa. Conserva el cabello suave y brillante. No dañar la piel ó tela. No dañar el cabello. No es un tinte.

PHILO HAY SPECIALTIES CO.

FABRICANTES

NEWARK, N. J. . . . E. U. de A.

De venta por todas las droguerías y químicas.

y Mrs. Gonzalez Padín San Juan.

FIG. 1—DISPLAYED LINE WOULD BE HARD FOR SPANISH-AMERICANS TO UNDERSTAND

deavor which has reached a point at which local newspaper advertising is possible ought to be able to stand the expense of a little printing. Moreover, it is very common to find a product put up with Spanish cartons and labels and yet bearing as an identifying name an array of letters which

convey absolutely nothing but "pi" to the foreign mind.

The cut of the jar and label used by the Pompeian Manufacturing Company in Spanish territory, as shown in Fig. 2, is a specimen of the wise, helpful and



FIG. 2 — POMPEIAN'S GOOD FOREIGN LABEL

equally easy way of meeting this problem. The Spanish words for "Pompeian Massage Cream" are used instead of the English title, with the result that the Spanish reader is under no disability whatever in grasping the idea of the advertisement, and any subsequent effort to secure the goods. A tiny fraction of foresight here has made the name, label and package a direct help in selling the goods instead of a big obstacle in the way of it.

Fig. 3, clipped from a Peruvian paper, shows a shoe advertisement which has partially corrected this fault by translating the word shoes, so that, although the Peruvian reader cannot begin to



Keith's Konqueror

Calzado para hombres

Fabricado en Brockton Mass. E. U. de A.

El calzado de Keith's se diseña y fabrica con el mayor esmero, para así proporcionar el mejor grado de satisfacción á los clientes. Este calzado es adecuado para todas las ocasiones.

De venta por



FIG. 3—TRADE-NAME HARD FOR PERUVIANS TO PRONOUNCE

pronounce "Keith's," and will have a struggle with "Konqueror," he at least knows what is being advertised, and may be able to explain his needs to the dealer. It is a pity that export endeavor otherwise so well-man-

aged as the Keith campaign, should overlook such an important detail as this. I take it that the object of this advertising is to sell shoes and not to make the name of the maker famous at the expense of results. That being so, any one of a thousand arbitrary combinations of letters would better serve to identify the goods than the use of the maker's name, absolutely unpronounceable even for an educated Spanish reader.

**No Pida Usted
"PILDORAS ROSADAS"**
en la Botica, cuando lo que Vd. quiere son las Pildoras Rosadas del DR. WILLIAMS.

Hay muchas "pildoras-rosadas" en las boticas, por eso que precisa siempre pedir las "del Dr. Williams." El Remedio Soberano para la Sangre y los Nervios no contiene sus virtudes curativas en el color sino en los ingredientes.

**PILDORAS ROSADAS
DEL DR. WILLIAMS**

se garantizan no contener absolutamente ninguna droga nociva, y las toman hombres y mujeres, niños y ancianos con entera confianza. Se venden en todas las Boticas. No. 10. 1

FIG. 4—DOESN'T MAKE A PURCHASE EASY

In Fig. 4 the Peruvian reader is carefully admonished not to ask for "pink pills," these words being translated into his own language and easily pronounceable, but to specify those "of Dr. Williams." The identifying word is a mere collection of letters to the Spaniard's eye. He cannot possibly pronounce it properly without instructions, and he will have to make a guess at it when he talks to the man behind the counter. I do not mean to imply that he cannot make himself un-

The Truth About Oklahoma

The wealth produced from agriculture and minerals in Oklahoma during 1913 was greater than in any previous year except 1912. It exceeded normal production by several million dollars.

Crops Were Better Than the Average for Five Years

There are 77 counties in Oklahoma and conditions are good in all except five or six counties.

In 70 counties the cash value of 1913 crops was as great or greater than the record year of 1912. The yield was less but the increased price made up the difference.

Where We Get the Money

1913 PRODUCTION	
Cotton	\$56,000,000
Corn	45,500,000
Cattle	{ 43,000,000
Hogs	
Sheep	
Kafir	{ 21,000,000
Milo	
Feterita	
Wheat	15,300,000
Alfalfa	{ 14,000,000
and hay	
Poultry	12,000,000
Horses	{ 18,000,000
and mules	
Oats	9,200,000
Broomcorn	5,000,000
Dairy	7,000,000
Fruit and	{ ... 15,000,000
vegetables	
Peanuts	1,200,000
Petroleum	64,000,000
Gas, coal & minerals	{ ... 12,300,000
<hr/>	
\$338,500,000	

The value of the cotton crop is based on the yield of 700,000 bales. Cotton ginner, brokers and the State Board of Agriculture estimate the yield at 800,000 bales, which, if proven correct, should add \$8,000,000 to the estimate of the 1913 production.

Wholesale houses and traveling salesmen report larger sales and better collections than one year ago, and far better conditions than in some adjoining states.

Oklahoma is on the "prosperity map" this year, and 80,000 farm homes can be reached every week through the Oklahoma Farmer-Stockman. Its circulation of over 80,000 is proven by post-office receipts. This is 25,000 more than any other Oklahoma farm paper even claims.

The rate is now only 20 cents an agate line. On August 1, 1914, the rate will increase to 30 cents a line.

The Oklahoma Farmer-Stockman Oklahoma City

The E. Katz Special Advertising Agency
Eastern Representatives

15 E. 26th St., New York City.

423-4 Harris Trust Bldg., Chicago, Ill.



Se durabilidad, precio moderado y servicio garantizado han sido motivo para que

5,000,000 de Hombres los Usen

Se arreglo patentizado de cuerdas deslizables en la espalda hace que se quiten instantáneamente á toda presión ó movimiento, asegurando libertad de acción y

Comodidad Absoluta

(Cuidado con las anticopias!) Hay muchas, todas diferentes. Insistase en que las etiquetas "SHIRLEY PRESIDENT" aparezcan estampadas en las etiquetas. Así se obtendrán los genuinos, fabricados y garantizados por

The C. A. Edwards Mfg. Co.
Shirley, Mass., E. U. A.

DE VENTA EN TODAS PARTES

FIG. 5—HAS MERIT

prevent a bashful man or woman from asking for it. The way we Yankees butcher the Spanish tongue in ordering cigars is a case in point, although we have become pretty well hardened to having the superior cigar clerk correct us—and correct us wrongly, incidentally.

From an outside point of view, there is absolutely no argument against packing "Dr. Williams' Pink Pills" for export to Spanish-speaking countries, with a label particularly intended to reach the Spanish mind. Certainly the English name, with its obvious attempt at alliteration, would indicate the desire of the original maker to adopt a catchy, helpful name. The same policy applied to his export endeavor would absolutely forbid not only such advertising as this, which puts the emphasis on the weakest point in the name, but would have avoided the possibility of such a mistake by adopting a telling title in the beginning.

The President Suspend campaign is among the most per-

derstood, for he usually can manage that if he wants to try, but it is not the *easy* sale that the advertisement aims to make, but the difficult one. I think anyone with a working knowledge of practical psychology will admit without argument that inability to pronounce the name of an article properly is frequently sufficient to

suasive and apparently most successful efforts in an advertising way, so far as Latin America is concerned. At least one can buy these suspenders even in tiny inland stores, where nothing else of American origin can be found. In my opinion, this success is to some extent due to the fact that the word "President" is practically the same in almost all languages, easily remembered, and carrying a certain flavor of supremacy. If these excellent goods had been given twice the advertising they have had, under some unpronounceable name, it would have made a noticeable difference in the degree to which they have won distribution.

There is only one way of proving this—go over the list of advertising successes in Latin America. In almost every case the name under which the successfully sold goods are advertised is easily pronounced by Spanish lips and serves to identify the goods with little possibility of confusion. Take, for example, the Victor Phonograph, the Pianola, Sapolio, Sapolin, Mennen, the Oliver Typewriter (advertised in Argentina under the still better name, "Revilo"), and so on, down the list. Almost without exception, the name is as good in Spanish as it is in English. As for the other practice, it is hard to find examples of it in current advertising publications, for the simple reason that it usually runs its course in very short order and then disappears from view.

The examples I have mentioned are some of the campaigns which survived in spite of their names, and which I am convinced would have been tremendously advan-



CUALES SON LOS USOS DEL SAPOLIO

Es el gran auxiliar moderno para la limpieza de la casa.

Probado y convenioso de su valor para limpiar substancias duras, tales como loza, madera, latón, superficies pintadas, hules, mármoles y utensilios de metal. El **SAPOLIO** se vende en las boticas, ferreterías y almacenes de abarrotes.

ENOCH MORGAN'S SONS Co., Nueva York

FIG. 6—"SAPOLIO" IS AS EASY IN SPANISH AS IN ENGLISH



Pureza

Esta debe ser la primera consideración al escoger una preparación para el tocador. Someter el cutis delicado á la acción irritante de composiciones químicas que son desconocidas es invitar los males. El Jabón Boratado y los Polvos de Talco Boratado de

MENNEN

no solamente son absolutamente puros, sino que sus cualidades los hacen ideales para el cutis más irritado y delicado. El uso continuo de estas preparaciones por resultado una piel más limpia, más saludable, más bella.

GERHARD MENNEN CHEMICAL CO.
Newark, N. J., E. U. de A.

FIG. 7—MENNEN HAS FOUND THE BULL'S-EYE

taged by a judicious choice of title at the outset.

Aside from the actual name of the product, the trade-mark under which it is advertised should come in for very cautious preliminary consideration. I have watched the rise and fall of a hundred embryo campaigns, in which the trade-mark was palpably chosen without any regard to the particular field in view, and quite frequently hurt more than it helped. I recall one case in which a certain line of underwear was advertised in the tropics with a trade-mark which displayed its warmth as its cardinal merit (!). In another instance a trade-mark was formed of three initial letters which happened to spell a very filthy obscenity in Spanish slang.

FAULTS DUE TO APATHY

I have had a chance to investigate some of these offenses, and find, almost without exception, that they are due simply to apathy. The manufacturer enters export without much consideration. He leaves such details as this to the haphazard care of uninterested translators, and sometimes he allows two or three different translators to vary his name and his trade-mark so that his effort is not only ineffective in itself, but separate advertisements do not advertise the same thing!

A number of publishers of ex-

port journals have told me that they find it difficult to persuade their advertisers to let them make minor changes in stock half-tones and line cuts for use in foreign languages, and anyone who turns over the advertising pages of the ordinary export journal will find a goodly number of advertisements in which an English cut is allowed to monopolize the space, simply because the advertiser

would not pay a few pennies to have his cut link up with his copy.

A LITTLE CARE, THE REMEDY IN SOME CASES

If it's worth while trying to sell goods in a territory such as Latin-America, it ought to be worth while to put a little time, and perhaps a little money, into the choice of a name, especially when the expense of registering trade-marks in twenty different countries is taken into consideration. I know of one manufacturer who spent \$1,100 in getting trade-mark protection on a series of marks which are absolutely harmful in his sales effort. This is more or less common, even among the relatively intelligent export men who take pains to protect themselves against the trade-mark thief. Of course the majority of careless export efforts pay no attention to this danger, and quite often a really valuable trade-mark is appropriated by one of the bandits who make a living out of that form of highwayry in several important Latin countries.

There is plenty of room for criticism on other grounds of American advertising as practised in foreign publications, but the worst of other blunders are more excusable than the initial folly of adopting a trade-name which plants a big boulder in the way of sales progress.

Facts and Figures About Des Moines Helpful to Advertisers

Des Moines covers an area of 54 square miles and within its environs has a population of more than 100,000 people.

Des Moines is the *home* office of more than forty insurance companies. More than 5,000 people are dependent upon insurance for a living.

Des Moines is one of the best retail points in the Middle West. Out of Des Moines there are 19 radiating lines of railroads including interurbans. Des Moines is the capital of the State—the political, social, and industrial center and the largest city in Iowa.

Des Moines is famous for its Des Moines plan of Commission Government, and for its aggressive Greater Des Moines Committee.

The annual production of wealth from the farms of Iowa amounts to \$600,000,000 annually. 387 Manufacturing Plants with Products valued at \$23,524,000 and 7,637 Employees are located in Des Moines.

The Population of Des Moines is 86,368

American (white)	83,438	Greek	124
Negro	2,930	Hungarian	804
Finnish	1,415	Italian	932
French	54	Polish	
German	1,431	Scandinavian	2,761

Banks	19	Hardware Stores	21
Boot and Shoe Stores	26	Hat and Cap Stores	6
Cigar and Tobacco Stores	47	Jewelry and Watch Stores	24
Confectionery Stores	26	Men's Furnishing Stores	23
Department Stores	5	Millinery Stores	22
Drug Stores	98	Paint and Oil Stores	10
Dry Goods Stores	15	Piano and Music Stores	13
Furniture Stores	31	Saloons	86
General Stores	4	Stationery Stores	6
Grocery Stores	216	Sporting Goods (exclusive)	1

The Des Moines Capital

Facts and Figures About the Capital Helpful to Advertisers

Des Moines is used quite generally as a "try-out" city for advertising campaigns on account of the excellence of its papers. The aggregate circulation of the four daily newspapers is in excess of 140,000 copies a day.

The Capital's circulation averages 43,000,—the largest in the state.

Many of the following classes of advertising have been excluded from The Capital for several years. Other classes are now being refused, and still others will be excluded at the expiration of contracts.

1. Beer, whiskey, or any kind of intoxicating liquors.
2. Objectionable medical advertising of all kinds.
3. Fortune tellers, palmists, clairvoyants, etc.
4. Piano Puzzle Contest, or so-called fake piano sales.
5. Transient fire and bankrupt sales.
6. Fraudulent and doubtful financial offerings.
7. Attacks of a personal character; in other words, one advertiser is not to assault the methods of another.
8. Loan shark advertising.
9. Copy of advertising doctors.

Advertising Figures First Ten Months 1913:

		CAPITAL (Six days)	Comparison with same period 1912
Local	186,133 inches	706 inches gain	
Foreign	58,259 inches	185 inches gain	
Classified	57,387 inches	17,261 inches gain	
Total	301,779 inches	18,152 inches gain	
		SECOND NEWSPAPER (Seven days)	
Local	131,954 inches	5,505 inches loss	
Foreign	59,917 inches	7,920 inches loss	
Classified	111,955 inches	14,443 inches gain	
Total	303,826 inches	1,018 inches gain	
		THIRD NEWSPAPER (Seven days)	
Local	147,370 inches	10,381 inches gain	
Foreign	30,713 inches	2,169 inches gain	
Classified	47,352 inches	2,213 inches gain	
Total	225,435 inches	14,763 inches gain	
		FOURTH NEWSPAPER (Seven days)	
Local	136,977 inches	15,838 inches loss	
Foreign	33,513 inches	8,053 inches loss	
Classified	81,496 inches	10,986 inches gain	
Total	251,986 inches	12,905 inches loss	

The Des Moines Capital

The Most Liberal Commission Ever Offered to Advertising Agents by Any Trade Journal

AFTER careful consideration of the situation, **The Trade Outlook**, the retail merchants' journal, which covers Indiana, Kentucky and Tennessee more thoroughly than any other trade medium, has decided to recognize agents by the payment of commissions.

The rate of commission is the most liberal ever offered by any paper in the trade journal field. Advertising agents who are handling **Clothing, Shoes, Hats, Millinery, Dry Goods** or kindred accounts in the mercantile field, are invited to get in touch with us for information as to rates, commissions and other data.

The **Trade Outlook** is strictly a **retailer's paper**, and reaches 5928 of the liveliest merchants in the Ohio Valley and Central South. The high standard of editorial merit which it maintains has made it the **fastest-growing paper** in point of circulation in its field.

For this reason orders for business at present card rates will be accepted **only until January 1, 1914**, when a 10 per cent advance in rates will be put into effect. Orders accepted now, however, may be applied on 1914 advertising.

The Trade Outlook

SAM M. ANDERSON, Publisher

Louisville - - - - Kentucky

Freeman Makes a Clean Breast of It

Takes a Look Back into the Dark Ages of Advertising Solicitation and Draws a Sharp Contrast between Old and New Practices—Address before Advertising Men's League, November 6

By William C. Freeman

Adv. Mgr., New York Tribune.

WHEN I went into the advertising business as a solicitor the general conception of a solicitor's duty was to sell all the advertising space he could. To whom it was sold—what kind of copy was used—made no difference. The character or the reliability of the advertiser was not the concern of anybody. In fact, nobody gave any thought to this feature of the business. If advertisers could pay for the advertising they did; that was the only thing that interested the advertising men or the publishers. If the copy used was a medley of lies what difference did it make? Why should advertising solicitors concern themselves about it? Were we not employed to sell advertising space? That was all publishers wanted of us. They were not concerned about the moral side of it, so why should we be? We were part of a system. Neither publishers nor advertisers cared a great deal about a moral code as applied to advertising. They did not know anything about a moral code. Neither did we.

Advertising was employed to stimulate business then as it is now, but the method was totally different. Then, as it sometimes is now, it was thought necessary to make an exaggerated appeal to the public. Lying was not considered harmful.

Present-day advertising looks better and it is better. We know that some of the advertising that we read is not up to the mark of integrity, but the proportion of crookedness to-day is very much less than it was during the period, say, from 1885 to 1906. The proportion of bad advertising to-day

is about 10 per cent to 90 per cent good advertising. In the old days the percentage was just the reverse. This is encouraging. It shows that we are making headway.

The present-day 10 per cent of crookedness, however, is mighty hard to eliminate. That is the task ahead of us. Present-day crookedness is smarter than it was ten or fifteen years ago. It is more subtle. Those who lie to-day have made of it an art. It is hard to detect modern lies. We know that they exist, but it is difficult to check them. It is hard to bring them within the law. The reason is because they emanate from high places—from business men who pretend to a virtue they do not possess. The meanest man in the world is he who pretends to righteousness and thrives on wrongdoing. Truth, however, is a hard thing to combat. A lie always gets licked when truth tackles it.

Advertising lies are being attacked by the working forces of the advertising clubs throughout America—by the great body of earnest men who are working in behalf of honest advertising.

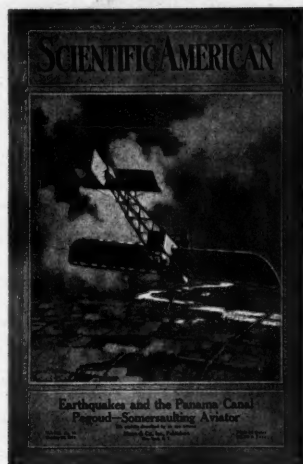
We sold advertising in the old days according to the system. The system was rotten. We are selling advertising to-day according to the new system, and the new system is sound, because it is founded on integrity. We have discovered ourselves and have made up our minds to do right.

HOW AMENDS CAN BE MADE

If we can measure up to as big a success in selling clean advertising as we were in selling rotten, lying advertising, we will be able to make amends for that part of our careers that we are ashamed of to-day.

We used to suggest plans to advertisers that publishers thought were clever. Advertisers thought they were clever, too. They paid for them. These advertisements were the lowest kind of fakes. There was not a particle of truth in them anywhere. They went through without a protest from the advertisers. They thought

The Medium



The Scientific American is a medium for the dissemination of information of the highest importance to that class of men who are back of industrial advancement in the United States.

That they are keenly interested in the contents of this publication is proven in their continuous application of science to their own business.

Scientific American best serves those advertisers who appreciate that the vital news value of a publication is the backbone of that publication's advertising influence.

As a medium for introducing the maker to the big consumer, Scientific American's influence is potential.

Scientific American

MUNN & CO., Inc.

361 BROADWAY

NEW YORK

they were legitimate. They went through without any protest from the publishers or ourselves. The advertisers and the publishers made money. What else did they care about? If they did not care, why should we?

It was a common thing for newspapermen to secure testimonials for patent medicines—to secure pictures of theatrical people and politicians—to get them to say that they had used this or that medicine. It did not make any difference if they hadn't tried them. The publishers gave us the money to buy these testimonials. All classes of people were willing to certify to the healing power of these medicines so long as the paper that wanted the testimonials was willing to pay for them. The people did not think they were doing any harm. They thought they were helping along some fellow who was willing to pay them for helping him along. The cost for securing these testimonials, besides the making of the cuts, ranged from one to ten dollars each. These testimonials were easy to secure. People would say anything that we wanted them to say. Page advertisements were frequently filled with testimonials from people who never had taken the medicine. There were often two-page advertisements. I recall one six-page advertisement that was printed in the paper that I represented. It was made up of testimonials from people in the ordinary walks of life. They were secured by men associated with me. It did not make any difference to the publishers, or to the advertisers, or to me, whether the testimonials were genuine or not, for was it not custom? Was it not paying the advertisers? Was it not bringing grist to the mill of the publisher?

Some clever writers were employed for this work. They had vivid imaginations. They were trained newspapermen. They were expert interviewers. They could go out and get anybody to say what they wanted them to say. They had the power to write in graphic, appealing language. They prepared page after page of this

kind of stuff. We showed it to the advertisers. They would buy it. They knew that kind of advertising made an impression on the public. It did make an impression in those days. It sold millions of bottles of medicine. Such advertising to-day would fall flat. Nobody would respond to it. The things that were advertised in this way a few years ago are not being advertised that way at all any more, and most of them are out of business, which shows that no business can succeed unless it is founded on honor—giving a square deal to the public.

We did not stop with patent-medicine advertising. We found a very fertile field in selling stocks of gold and silver mines, oil wells, etc. The public was unsuspecting and responsive. All of the people engaged in this kind of business were easy marks for us. Our splendid writers could prepare copy that would sell anything. All of these stock schemers were nothing but fakers. They had no idea of returning anything to the people for the money they paid in. They never got back a cent. The only expense these schemers had was for elaborate offices, clerk hire and advertising bills.

We sold reading notices without advertising marks. We used a different heading from the regular news headings and then satisfied our consciences that we were not selling the news columns of our paper. We did not object to the high rates, however, that we received. We did not object to the lies that we knew were being told by these companies. We hid behind that old motto, "*Caveat emptor.*"

HONEST ONCE IN A WHILE

We did not develop fake advertising all of the time, but did most of the time. Once in a while we would switch into the right way and develop some honest lines of advertising. That started us to thinking. If we could use our brains for a crooked thing, why could we not employ them to make honest things successful? But

Back Cover Series Number One



The Most Productive Back Cover of 1913

It brought 40,000 coupons with 10c enclosed
No other medium ever approached this result for this Company

SEMI-MONTHLY MAGAZINE

Has proven its right to say that it can give a "greater" service in the national field of advertising where concentrated publicity is effective for the manufacturer.

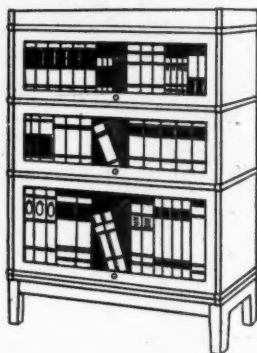
Have you sent for YOUR copy of our booklet
"Definite Circulation" yet?

THE ABBOTT & BRIGGS COMPANY

General Managers

200 Fifth Avenue
New York City, N. Y.

1400 Kesner Building
Chicago, Ill.



Every Ad-man Should Have a Reference Library

No need to argue that subject—you admit the advantage of full information at arm's length. Only thing is—to get started. It's easy; just take the books lying about on desk and table, and house them properly in a

Globe-Wernicke Sectional Bookcase

It will look fine standing over there in the corner; and think of the time you will save and the knowledge you will gain! For a fellow won't stop to look it up if he has to look up the book first.

Then when more books come, get another section—and another, and first thing you know—a real reference library. Today's the day—start now!

Clip the coupon.

The Globe-Wernicke Co.

Cincinnati

Mfrs. Of Sectional Bookcases—Filing Cabinets—Stationers' Goods

Branch Stores and Local Agents almost everywhere. Where not represented, we ship freight prepaid.

Coupon: Send Bookcase Catalog No. 277 to name and address on margin below.

there was always before us the lure of big copy from these crooked enterprises. We did not have any moral code that governed this kind of advertising. We did not think we were doing wrong because it was custom to print this kind of advertising. We know now in the light of our experience that we did a great wrong, and we are now ashamed of it.

I want to repeat that we were a part of a system. Newspapers all over the country printed everything they could get. To-day they do not. In spite of themselves all of this business has been eliminated. It is dead. The fake patent medicine is no longer a big factor in the advertising columns. There are no mining schemes advertised at all. There are no oil wells, spouting up millions of dollars to be grabbed at 25 cents a share by the public. There are no more of the bankrupt clothing sale advertisements that used to fill the columns of the newspapers, particularly every Saturday morning. There were stores on Broadway from the Battery to Twenty-third Street, just filled with these fake bankrupt clothing sales. I remember that a few years ago our papers Saturday morning would be filled with as many as ten half-page advertisements of these big fake clothing concerns. They are not in business to-day. They could not survive to-day.

NOT MUCH HELP FROM THE PUBLISHERS

There has been a general clean-up, without very much activity on the part of many publishers. It is working itself out. The work of the advertising clubs is making an impression on the public. It is making an impression on the publishers in spite of themselves. There is very serious thought being given to the elimination of all kinds of dishonorable advertising.

What a tremendous power all of this old-time advertising would have been had it been truthful! The honest things that we really developed in those days are still alive and prosperous. Those that

faked and lied are dead. What better illustration is needed to show the advantage of cleaning up, protecting readers from fraudulent advertisements? Not only is it a big principle—not only is it right to clean up—but if we want to be good business men—if we want our own properties to succeed—we must safeguard our readers from this kind of advertising. No advertising, except that which is truthful, can ever hope to succeed. Unless there is great revenue from advertising, modern newspapers, at a penny, cannot succeed. There cannot be permanent advertising revenue unless advertising pays. Since only straightforward, honest advertising pays, it is obvious that the thing to do is to develop honest advertising.

In every community in the United States, the newspapers that are making the best impression on the public—that are making the most progress—are those that are having a care as to the kind of advertising copy they print, as well as to the kind of news they print. They are building on a sure foundation.

We do not have to go out of New York to confirm the truth of this statement. There are newspapers here that have gone forward tremendously in the last five years because they have taken a stand for advertising and news decency.

The great majority of advertisers are using their columns generously. Their business has increased enormously. The circulations have almost doubled. There is a very marked desire by the reputable part of the business community—which represents the majority—to support newspapers of this character.

The newspapers of the other kind are not having a very easy time of it. They talk about increase in advertising space, but when a test is put to their columns it is apparent that a large part of the space secured comes from all of the fakers in the community and the nation. Their proportion of decent advertising is very small. The wonder is that

Old Hampshire Bond

**When You Get a
Letter from a Strange
Firm, Look at the
Watermark.**

You can judge a firm by its stationery. Try it. Good taste cannot be simulated. A man, or a firm, has it, or has it not. Its presence or absence will show in a hundred little ways. Especially will it show in the kind of stationery selected. With good taste we naturally associate other good things.

OLD HAMPSHIRE BOND is the standard paper for business stationery. Users of OLD HAMPSHIRE BOND are not in business for a week or a month. Men and firms who adopt OLD HAMPSHIRE BOND for letterheads and business forms do so because they want its quiet quality to reflect the strong standards of their business. This paper lends added dignity to the concern that has dignity to start with.

So that you may know OLD HAMPSHIRE BOND we will gladly send sample sheets showing examples of modern letter headings.

HAMPSHIRE PAPER CO.

South Hadley Falls, Mass.

*The only paper makers in the world
making bond paper exclusively*

clean business seeks the company of unclean business.

Several months ago I heard an inspiring talk from the late Mayor Gaynor on this very subject. He talked to the members of the Central Mercantile Association and said to them, in his usual frank way, that these newspapers thrived only because of the support given to them by these merchants with big advertising copy.

All this sort of thing will rectify itself in due course. It looked impossible a few months ago to clean up the political stables here in New York, but Tuesday showed that public opinion, when aroused, would clean up anything. The stables have been cleaned up all right. A clean-up in advertising is being backed by public opinion, and no newspaper publisher will long hold out against it.

Frank Irving Fletcher said in a speech, at Baltimore, that the newspaper gets its charter from the people. That's true. The people will take away the charter, too, if the paper does not get on the band wagon and stand for honest advertising as well as honest news.

Since advertising men have taken up the work of developing clean business, there is less desire on the part of reliable advertisers to be seen in mediums that print everything that is offered.

We must not be too drastic in our work. We must not seek to drive men out of business. We must not hit them over the head with clubs. We must persuade them to do straight advertising because it will pay them better. Let us use moral suasion first and then again and again. If the advertiser persists in lying, then let us put him in jail.

"Mr. Pickle," as a Trade-Character

The Williams Brothers' Pickle Company, Detroit, uses an advertising character made out of pickles. He is known as "Mr. Pickle of Michigan" and appears in silhouette with a cane and traveling bag. The slogan "Pick the Pickle from Michigan" is also used in all advertisements.

Texas Advertises for Winter Resort Business

The resort hotels of Galveston, Houston, Ft. Worth, Dallas and San Antonio, Tex., have joined with the Santa Fe Railway in an advertising campaign which has started in Denver papers. The idea is to feature Texas as the

Denver

Ft. Worth
Dallas
Houston
San Antonio

In Direct Touch With
Texas

If you are going to Texas this winter, go on the Santa Fe. It is the comfortable route South. Fast trains to the land where winter is a breath of balmy air and a garland of flowers. And Fred Harvey meals on the way.

Texas now has resort hotels equal to California's best. There is deep-sea fishing, surf-bathing, shooting, motoring and golf.

Ask the Santa Fe man about the winter excursion fares and for a copy of illustrated booklet, "Texas Resort Hotels."

J. F. HALL
Gen'l Agt., A. T. & S. F. Ry. Co.,
300 Seventeenth Street, Denver
Phone - Main 5114

newest winter resort with hotels which equal California's best.

In the past the people of Colorado and the northwestern states have been requested through advertising to go to California to find roses, blooming oleanders and balmy airs. Now it is Texas that comes forward with offers of gay social life, of great resort hotels, old missions to see and the joys of surf-bathing, shooting, golf, motoring and fishing.

The advertising features a free illustrated booklet on Texas resort hotels, and special winter excursion fares.

Convenient, Fair and Comes with Authority

JOLIET, ILL., Nov. 3, 1913.

Editor of PRINTERS' INK:

A word in regard to PRINTERS' INK: It is the "law and gospel" around this office, as it has been since George P. Rowell started waking up the advertisers of the land. There are other very good publications, to be sure, but this comes in such convenient form, and it is so fair in discussing subjects bearing on all the forms of publicity, that it comes with a great deal of authority.

H. E. BALDWIN.

Do You Call This "Goody-Goody"?

About three years ago, before "Truth" in ADVERTISING was seriously agitated a certain competitor told our solicitor, "Why, you are FOOLS to turn down all this good money! We take ANYTHING so long as the advertiser has the money to pay his bills." He is no longer a competitor.

We don't refuse fake advertising because we are "goody-goody." We do it because we know that the very APPEARANCE of a fake advertisement in the paper renders all the CLEAN advertising less effective. It recalls the old adage of "birds of a feather" and makes many a reader take all he sees with a grain of salt.

And it isn't fair to take an HONEST advertiser's money along with a crook's money and let the crook's copy render the HONEST fellow's copy less effective.

And then, too, it's GOOD BUSINESS to refuse fake advertising. If a paper allows a crooked advertiser to rob its subscribers LONG enough—the subscribers finally lose faith in the paper or become unable to renew their subscriptions. Either situation means a failing subscription list and—a failing subscription list means a divorce between the paper and its HONEST advertisers.

Briefly, therefore, the only way a fake advertisement for MAN or BEAST or FOWL could get into the PROGRESSIVE FARMER would be to bind the arms of the pressman, blindfold the printers and SHOOT THE MANAGING EDITOR.

All this, coupled with the fact that the PROGRESSIVE FARMER is conceded to be the most reliable, authentic, ably-edited farm paper in the South—makes it the South's greatest farm paper. And its readers, knowing all this to be so, roam thru its advertising columns and select what they want with the same feeling of confidence and security that a city man has when he goes into his favorite department store.

The PROGRESSIVE FARMER goes into more than 165,000 of the BEST farm homes of the South—into the homes of people who BELIEVE in it—FARM by it—and TURN TO OUR STAFF FOR ADVICE AND HELP.

Let us talk to you about this paper. A page in Printers' Ink is so short and narrow—we can't tell it all here. We can, however, lay before you direct, visible, not-to-be-denied PROOF that the paper goes to people YOU want to reach and who will buy most ANYTHING that fills a "wholesome, human need."

THE PROGRESSIVE FARMER

The STANDARD Farm Paper of the South

BIRMINGHAM, ALA.

Geo. W. Herbert, Inc.
Western Representatives
First National Bank Bldg.
Chicago.



Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row
New York.

Printed
Monthly
in
Printers' Ink

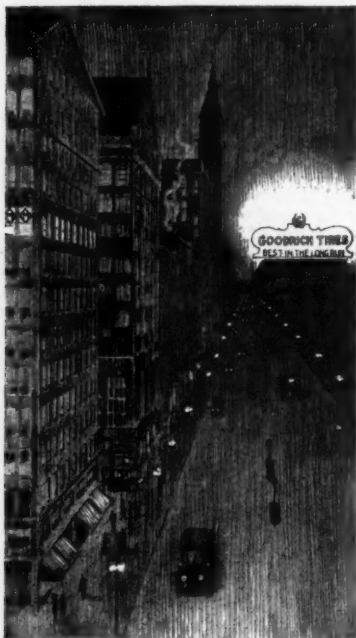
The MAHIN

NOVEMBER 1913

CHICAGO

COMPARATIVE VALUE OF OUT-DOOR MEDIUMS

THE question is sometimes asked how is choice made between different kinds of outdoor advertising. The owner of the different kinds of space would appear to have it under-



stood that what one will do another will. But let us consider:

1. It is desired to impress the automobile owners of a community with the pre-eminence of a brand of tires. What could be so effective as a predominating electric spectacular sign where it will be seen by every automobile user, such, as for instance, the Goodrich sign at Michigan Avenue and Randolph Street, Chicago, shown above. The influence of this on automobile owners who live and

have their business in the suburbs, might be questioned. These people do not come downtown every night, but when they do come down they are impressed by what they see, in inverse ratio to the frequency of their visits.

2. Painted bulletins and walls, except on special downtown locations, are a neighborhood medium. When a dealer sees a bulletin going up near his store, advertising an article he sells, he knows that it is going to influence his trade to buy that product at his store and that the advertiser is going to back up his product with prolonged advertising, because bulletins are sold only on six-month or longer contracts. To the prospective buyer a neighborhood bulletin is a daily reminder to buy the product advertised and of the consistency of purpose of the advertiser, since a bulletin is an advertisement of a permanent nature. Painted walls are practically the same as painted bulletins, except that less pictorial effect can be secured on the face of brick than on smooth iron bulletins. Walls are cheaper because there is no construction work necessary to put them up.

3. Where frequent change is required and to give broadcast appeal through a consecutive series of selling points in rapid succession, nothing fills the place of posters, which are changed every month.

The Mahin Advertising Company has made careful study of the functions of the different outdoor mediums. It has had successful experience in the use of each, therefore is in position to give sound advice and secure effective service.

WHY WE ABANDONED THE RUT

WE do most everything a little different from any other advertising organization you ever knew.

We have stepped as far beyond the degree of agency as thirty-three is above one. After working out our plan of Standardizing our business, we found we simply were not an agency, in the sense of being a middle party, reaching both ways for gain. We had stepped

MESSENGER

U. S. A.

Tenth Floor - MONROE BUILDING

Mahin Service
Increases
Sales
Efficiency

into the service of the advertiser. In refusing to accept business or favors from publishers, we placed ourselves where we had a perspective of the whole field, from the advertiser's viewpoint.

There is not a publisher who can employ us for a dollar's worth of service or make us a present of any kind. This is neither a boast nor a challenge; just a simple statement of fact. We accept no favor from any concern or person with whom we do business for our customers. Having thus equipped ourselves to serve the best interests of our customers, we render them more than the term "agency" would imply.

We counsel the advertiser about the space he should use and the best method of filling it. We discuss with the space-seller the nature of the space, the character of his medium, the calibre of its readers and its suitability for exploiting the article in question. We investigate the possibilities of co-operation by the publishers, that the advertising may, without question, be made to pay.

The copy is then prepared, to interpret literally for the consumer the nature of the goods and their value and significance to him, or her. The ability to write effective copy consists, not in technical knowledge of your business or your product, for this we can acquire, with your co-operation, but the successful

writer of advertising must possess the gift and education which yields a technical knowledge of the use of words; he must possess the ability to impart your message in terms that are not only understandable but comprehensible.

Your copy should pierce the mentality of the individual with a personal appeal so well directed that it creates in him a feeling of personal need—an unrest

which is only appeased by possession. We do everything in our power to help you make your advertising campaign a feature in your general selling plan. Thus the advertising becomes a valuable aid to your sales department, frequently adding 50% to the efficiency of a good sales force. You will agree that we have diverged far from the path of the conventional agency. Having made this discovery, ourselves, we changed our sign-

board, with the hope that the word "Company" would point the way to the far broader, more efficient service we are equipped to render. Why not have expert service for every detail of your advertising just as much as you must insist upon it, in your factory, if you are producing good goods? Face to face, we would like to tell you some of the ways in which our organization can help you to make your dollars go farther and send more back to your treasury.



Write us and we will gladly tell you whether or not we can help you solve the problems of distributing your goods by the use of *Newspaper, Magazine, Farm Paper, Trade Paper, Street Car, Poster, Mail Order, Outdoor Space and Follow-Up Matter.*



MAHIN ADVERTISING COMPANY, Chicago, U.S.A.

John Lee Mahin, President

Wm. H. Rankin, Vice-President

H. A. Groth, Secretary

Copies of preceding numbers will be mailed you on request

CONFIDENCE

Is the soul of all business, and this is the keynote of success by which we have gained a National Reputation for high-grade Printing.

Our Customers

are

Our Solicitors

This is our motto. Everyone satisfied.

Catalogues

Publications

And kindred printing—our specialties.

Get in the running by connecting at once with a printing establishment whose organization from cellar to roof study to please.

Send or mail a request and we will prove our point that our customers are our solicitors.

CHARLES FRANCIS PRESS

30-32 WEST 13th STREET, NEW YORK CITY

TELEPHONE 4090 CHELSEA

Sales Information Obtainable at Washington

Contrary to General Opinion
Governmental Employees Will
Gladly Aid Manufacturers if the
Right Questions Are Asked—Specific
Examples of Wares Uncle
Sam Will Buy before Very Long

Special Washington Correspondence

THE United States Government is quietly but very earnestly in quest of a new and more distinctive paper for use in printing currency.

Nothing has been said publicly, heretofore, regarding this development in Governmental demands, and the general public is doubtless under the impression that the Federal authorities are entirely satisfied with the currency paper stock, distinguished by localized fibre, in the manufacture of which a prominent New England mill has had a virtual monopoly for so many years.

The incident illustrates, in a sense, however, the opportunities which may at any time be open to the manufacturer who will make it a part of his business to keep as intimately as possible in touch with what is going on in the departments at Washington.

In the present instance, for example, the paper manufacturer who can meet the requirements of the Treasury Department for a distinctive paper which will circumvent counterfeiting can be assured a profitable volume of business for a long time to come. An interesting sidelight on Governmental policy is found in the fact that the officials specifically disclaim any ambition to obtain a paper that can be produced cheaply. On the contrary they prefer raw material which cannot be produced without the use of expensive machinery. Their logic is that no process can remain secret for any great length of time, and that the best safeguard against imitation is a manufacturing process so costly as to discourage imitation.

This prospective turn of affairs in a branch of the paper market is but the most recent of a long line of happenings which go to prove the point. Manufacturers of scales found a market for thousands at comparatively short notice when the Parcel Post was inaugurated; and piano manufacturers opened an important new channel of business when they nurtured the plan of placing instruments on our warships. The next general census is seven years off, and yet officials of the Census Bureau are already looking around for statistical and tabulating machines that will be an improvement upon those used three years ago. The U. S. Army is planning to adopt motorcycles to an extent undreamed of by the manufacturer who has not his finger on the Governmental business pulse, and the inauguration of the new income tax will open in the Internal Revenue Bureau a market distinctly worth while for adding machines and certain other classes of office equipment.

The wisdom of a policy of keeping in touch with the departments and independent Governmental institutions goes deeper than this.

A GOOD POLICY TO FOLLOW

All the above has to do with information service from Washington as a means of securing Governmental contracts. But not every manufacturer is seeking Government business. In the individual case he may not be making a class of goods which Uncle Sam uses to an extent to make the game worth the candle. Or he may have decided, as some manufacturers have, that the red tape and the annoyance of exacting "inspections" do not warrant him in bothering with the business.

Nevertheless it is not bad policy for the average manufacturer, regardless of his line, to keep his ear to the ground with reference to the information obtainable from Government sources. He may have no desire whatever to have the Federal institution as a customer, and yet it might be dis-

tinctly to his advantage to learn at the earliest possible moment where new R. F. D. routes are to be established; to hear promptly of foreign trade opportunities in his particular line; or to be quickly "tipped off" as to projected new public buildings; river and harbor improvements and other Governmental undertakings that are liable to stimulate private business in the respective localities affected.

CLASSES OF PERTINENT INFORMATION

All business information which comes out of Washington may be divided into these two general classes,—the direct and indirect; they might almost be designated in reference to their application to the average business house. And there are diverse ways of securing this information,—the methods varying widely in the amount of labor and expense involved. The selection of a plan of procedure is usually dictated by the importance to a firm of the information sought.

The obvious plan is to depend upon the newspapers and the Government publications for announcements of business significance. Some interests employ clipping bureaus to cull this class of data. The objection to dependence upon public announcements in any form is that they too often yield what, from the manufacturer's standpoint, is stale news. Many of the Government officials do not believe in talking about a plan until it is an accomplished fact. Naturally, the manufacturer who wishes to supply construction materials or like commodities does not care to hear of the project after it has become history. Another handicap is that, since they are not possessed of the element of popular interest, no mention whatever is made in these regular publicity channels of many matters which are of deep concern to manufacturing interests. Mayhap, the subjects are considered too technical to interest the lay reader.

A scheme which has much to commend it, and is all too little used, is for the manufacturer to

depend upon his Congressman for information. A member of the National Legislature has access to all departmental information, and can usually "get the facts" if he will take the trouble. The only trouble with this system is that however willing your Congressman may be to run down information upon request he can scarcely be counted upon to discover new leads on his own initiative. At the same time it is well for a manufacturer to establish personal relations with his Congressman as one means to an end. Otherwise the Congressman is apt to show or feel more or less resentment over being drafted as an "errand boy" by a constituent whom he knows only by name.


WAYS TO GET INSIDE FACTS

The "business correspondent" is a latter day Washington product of the desire on the part of business men for inside information from the departments. In effect, a reporter, specializing on business news for private circulation, the average business correspondent serves several firms in non-conflicting lines. In some instances a general news-letter, typewritten, is sent to all clients weekly in addition to individual service.

Finally, we come to the method which appears to be growing in favor more rapidly than any other, namely, the maintenance in Washington of the manufacturer's special representative. In most instances the manufacturer kills two birds with one stone by having the special representative not only keep tab on Government developments, but also look after local business in Washington city and mayhap also in Baltimore,—forty miles distant.

This is the explanation of the location in Washington of many branch houses which would not be justified merely by the trade to be found in a city having a white population only slightly in excess of 200,000. As a case in point take that of the typewriter manufacturer or of the makers of office furniture such as Yaw-

HERE IS
THE
BICYCLE



YOU'VE
BEEN
LOOKING
FOR.

THE MIAMI BULL DOG

A REAL BICYCLE FOR REAL BOYS

There isn't anything in this world you can possibly buy, which will please THAT BOY more than the Miami Bull Dog Bicycle. He may be YOUR BOY—your friend's boy, but if he is a REAL BOY, this bicycle will make his heart's blood quicken at sight of it on Christmas morning.

The price is \$35.00. We could charge more but we don't. It is made as carefully as our twenty years' experience directs, and we have put on the best equipment we can obtain for the price—much better than found on other \$35.00 bicycles because we are the largest manufacturers of high grade bicycles in the world, and our buying power can effect economies which make this possible. An honest statement and an honest bicycle—guaranteed tires—motor handle bars, pedals and saddle—flexible rubber grips—mud guards with leather splashes—Musselman coaster brake, finished in red and attractively set off with a black spiked head. Guaranteed for 5 years.

Would not a bicycle have transported you into the Seventh Heaven of Happiness when YOU were a boy?

Let us have the order today and we will help you please that boy by guaranteeing delivery Christmas morning, all charges prepaid.

The Miami Cycle & Mfg. Co.

602 Valley Road, Middletown, O.

man & Erbe, Globe-Wernicke, etc. These firms would not be warranted in opening branch stores in the ordinary city of the size of Washington, but when there is taken into account the departmental trade (and indirectly the Government business for Uncle Sam's branch offices in all parts of the country) it is well worth while. Similarly the Eastman Kodak Company, which has not had sufficiently active competition to have to fight very hard for trade, has maintained a representative in Washington, largely because the Government is an extensive user of photo supplies.

Firms manufacturing patented specialties also find a necessity in many instances for keeping more or less closely in touch with the trend of invention as reflected at the Patent Office. But, of course, this can be done through a patent attorney if other means do not present themselves.

WHERE A MANUFACTURER MAY FALL DOWN

Perhaps the most serious mistake made by many manufacturers is in underestimating the willingness of Government officials in general to supply, within reasonable bounds, any information (not of a confidential character) which will be of benefit to the manufacturer in the conduct of his business. Because the Census Bureau, the Corporation Tax Office and other Federal institutions will not give out lists of names to serve as mailing-lists for circularizing, many advertisers have gained the idea that the general policy in the departments is to refuse all requests for information. In the main exactly the opposite is true. But the inquisitive manufacturer must know what to ask for. There's the rub. It does seem sometimes as though men in the correspondence divisions of the departments had very little imagination. Or, at least, they appear sadly limited in knowledge of business requirements. If a manufacturer can ask pointed questions he is likely to get the information he is seeking, but if he is uncertain or groping in the

dark he cannot hope for much aid from anyone.

Not a few manufacturers, too, do not seem to be taking advantage of the regularly organized channels for disseminating information from the departments. Take for example the foreign trade tips which are obtained by the Bureau of Foreign and Domestic Commerce of the Department of Commerce. Probably there is not a firm that is at all interested in the export trade but what receives the daily printed consular reports, but it is suspected that there are many manufacturers who do not realize that this public service is supplemented by a private confidential trade news service which may be had for the asking by any manufacturer who will agree to hold the information confidential. Under the plan typewritten notices of trade openings abroad are sent to the American firms in the particular line of trade involved. The Department of Commerce follows this plan of disseminating the information quietly because of an unwillingness to tip off foreign competitors when apprising American business houses, as would be inevitable if the news were sent broadcast in the regular printed consular reports.

Manufacturers of hardware, roofing, electrical fixtures and, indeed, building material and supplies of every description may obtain more or less important information through the office of the supervising architect of the U. S. Treasury,—the institution charged with the responsibility for designing and superintending the construction of practically all the Government buildings erected anywhere in the United States. The supervising architect declares that his aim is not to restrict competition, but to secure the broadest possible competition in every phase of building operations. In conformity with this policy Government specifications do not specify any goods by name, or at least not without the proviso that any other make of goods having equal quality will be acceptable.

But for all the desire to give all manufacturers a square deal the officials at the Federal architectural headquarters do not assume any responsibility for keeping equipment and supply men informed as to new projects. Any firm which has its representative call, as many of them do, at the office of the supervising architect may obtain information as to new projects, and may even secure the list of contractors, etc., who have asked for specifications on any given job. Or, when an award is made, a record can be made of the bids submitted by all the interests that competed, but the Government officials do not send this information out of their own accord. Much the same policy applies to the very extensive contracts for food, clothing, machine tools, ammunition and hundreds of other classes of goods purchased by the Army and Navy. The manufacturer who does not care to enlist the services of a representative at Washington may obtain the bulk of the same infor-

mation, but not quite so promptly, in any one of the several weekly journals which are published expressly for the purpose of printing announcements of all Government invitations for bids; openings of bids; and awards of contracts.

R. F. D. AS A PROSPECT SOURCE

To many manufacturers prompt advices as to changes in the Rural Free Delivery mail service ought to be of interest for the reason that the country postman is given an absolutely free hand by the department in the purchase of the vehicle which he uses on his route and the mail receptacles and other equipment required. There are now about 43,000 rural mail carriers and an average of ten or twelve changes a day, either postmen designated for newly-established routes or changes due to death, resignation or removal. Here again, however, we find a Government office which maintains no mailing list of manufacturers. Information as to changes

Confidence

THE best American Manufacturers are investing \$40,000,000 in National advertising this year because they believe in their goods.

NORMAN HAPGOOD talks to over 75,000 best American men and women in Harper's Weekly because there are that many people now who appreciate intellectual sincerity on the problems of the day—whether they agree with him or not.

PUT your advertising appeal in Harper's Weekly where your statements will be believed.

FOR the present \$204.00 per page.

Harper H. Hanning
ADVERTISING DIRECTOR

McCLURE PUBLICATIONS
McCLURE BLDG., NEW YORK

must be obtained by a personal call made at the department by the manufacturer's representative or else by reliance upon reports of changes in the newspapers, which latter are seldom complete for the entire country.

The past five years has witnessed a revolution in the manner and extent to which Government departments are endeavoring to be of service to the business interests, but in no case has this been more marked than that of the Geological Survey. Half a decade ago most of the information put out by the survey was of the highly scientific sort that was of much more interest to college professors than it was to everyday business men. All this is changed now and the survey is, upon request, helping any private interest in the solution of any problems such as water supply, etc., which come within its scope.

ONE BUREAU AS BUSINESS AID

That rapidly-growing offshoot of the survey, the U. S. Bureau of Mines is doing even more for manufacturing and kindred interests. During the fiscal year recently closed more than 50,000 inquiries were received from business men, principally in connection with fuel problems. This office might indeed advantageously be called the "Bureau of Fuel and Mines," such is the measure of attention devoted to fuel consumption. The bureau will give advice to any individual manufacturer and will endeavor to ascertain for him what would be the most economical fuel for his specific purpose and his particular territory; likewise will advise as to ways and means of obtaining maximum efficiency from recommended fuel.

Many manufacturers are enabled to get the benefit of much that the Government departments have to offer in information and advice through the activities of the secretaries of the respective manufacturers' associations. A manufacturers' organization, the officers of which are alive to the possibilities of all the Governmental sources of information is the

next best thing to personal representation in Washington. Just here it may be mentioned that certain large corporations have still another plan for personal representation before the departments. When one of these companies contemplates an important business move, such as the removal of a plant, the erection of a new factory or the development of a new product, a special representative is sent to Washington from the home office, and spends days or weeks rounding up every bit of available information that could possibly have bearing upon the new venture.

As has already been intimated, the manufacturer who hopes to obtain from a Governmental source lists of names is usually riding for a fall, but this rule not to give names has its exceptions. For instance, the Forest Service, which aims to be of assistance to producers and users of wood, receives hundreds of inquiries every year from manufacturers who desire to be advised as to sources of raw material or who wish to be put in touch with possible profitable outlets for their own waste material. For example, a firm producing high-grade furniture recently asked for the addresses of manufacturers of small wooden specialties who might be in a position to make use of the small pieces of fine wood remaining from the manufacture of furniture. In all such cases the Forest Service will give names and addresses. Indeed, one of the especial functions of the products division of this service is to thus bring buyers and sellers together, and this particular branch of the Government intelligence service is the place for the manufacturer to apply if he seeks any information or advice relative to packing methods and packing cases,—wood or fibre.

Krieger, of St. Louis, Makes a Change

A. O. Kreiger, formerly publicity manager of the Busch-Sulzer Bros. Diesel Engine Co., St. Louis, is now in charge of the gasoline-engine sales department of the Whitman Agricultural Co., St. Louis.

HARDWARE AGE

**Iron Age
Hardware**

A CONSOLIDATION OF

**The Hardware
Reporter**

Getting your goods *into* hardware stores is only half the battle.

Getting them over the counter is the other half.

The Fourth Annual Spring Buying Number (Jan. 29, 1914) of the national hardware weekly, *Hardware Age*, is the advertising "buy" of the whole year.

It is timely. Stocks are low; Holidays over; Inventories completed; Bank balances large; Winter waning.

It is supremely helpful. Brimful of selling plans, window displays and seasonable suggestions.

It is a catalog of goods and ideas. Previous years' issues have established this number as a catalog with an immediate and permanent place as a buying and selling help.

It is departmentized. The advertisements are classified in the pages of this number just as the goods are classified in the hardware store departments, viz:

Department No. 1—House Furnishings, Cutlery and Silverware, Stone and Glassware, Linoleum, Stoves and Ranges, Toilet Articles, etc.

Department No. 2—Motor Supplies, Accessories, Sporting Goods, etc.

Department No. 3—Builders' Hardware, Mechanics' Tools and Mill Supplies.

Department No. 4—Farm Equipment, Pumps, Paint, Oil, Varnish and Roofing Material, Poultry Supplies, Garden Tools, etc.

Department No. 5—Iron and Steel, Heavy Hardware, Sheet Metal and Metal Working Machinery.

Department No. 6—Store Equipment, etc.

Over 18,000 of the best rated dealers in these lines will study this number. Will they find your story there? Hugh

Chalmers says it is the men who do *not* advertise who pay for the advertising of the advertisers. It will cost

any manufacturer in the lines named above more to *stay out* of this number than to *come in*.

The rates are moderate. Increased value without increased rates. Will you

write us for details of distribution and make up? Please

mention **Printers' Ink**.

Hardware Age
239 W. 39th St.
New York

I would like more information
about your Spring Buying Number

Words That Co

In advertising we sell to the millions. And the word cost will average at least \$10 each.

Done in competent ways it's the cheapest of salesmanship. The cost, in some cases, is two per cent. But let us consider what a problem it presents.

Ten dollars per word, and each word reaching millions.

Sometimes conditions are measured correctly. The plan is well thought out—based on ample experience. The words strike home.

The appeal brings instant, overwhelming response. A nation-wide sale is created.

Sometimes the plan is faulty, experience is lacking, the viewpoint mistaken. Sales are meager. In time, perhaps, this golden field is abandoned.

Both had the same chance, both paid the same price, but they had not the same men behind them.

Big Men Needed

Send out small salesmen if you will when the cost is \$50 weekly. But for salesmen to the millions

at \$10 per word you need master men.

Don't start until you get them. Or, if you have started, stop.

After decades in advertising, let us assure you that this is no field for incompetents.

How shall these men be known?

Not by glittering promises, not by showy service. Not by pleasing copy nor alluring plans.

The only way to judge them is by records of results.

Find the men who outsold others in a hundred hard-fought fields. Ask the men they sold for.

Big men grow bigger with every experience. Their success becomes more and more certain. But we find that unproved men, however promising, nearly always disappoint.

Reject all sophistry. Class promises with dreams. Bar the tempting word-pictures; get down to realities.

This field requires the rarest capacity. A ten-foot ring could

Just Out In Book Form

A sample of our Master Salesmanship. Ask us to mail it to you.

LORD & T

Advertising—

S. E. Cor. Wabash Avenue

Cost \$10 Each

easily encircle all the qualified men in America.

When you buy salesmanship at \$10 per word it is time to look facts in the face.

We Have the Men

Lord & Thomas dominate in advertising because they have the men.

It took decades to get them, to train and develop. They culled them from hundreds who promised but fell.

In this vortex of advertising, with its countless experiences, these men attain maximum powers.

They command enormous incomes. There are nine men on our pay-roll whose aggregate salary is \$227,000 per year.

These men can prove their supremacy. Some of their records cover dozens of years.

They can cite successes which every man knows. They are doing today the biggest things done in advertising.

If you will judge by actual sales and profits they will fairly overwhelm you with proofs.

Safe and Sure

These men are safe. They move slowly. They investigate markets, canvass homes, make utterly sure of their ground.

They make limited tests before large risks are assumed.

And they are sure—as sure as business can be. No other corps in this field can show comparable capacity.

They serve for the usual agent's commission. The rate is the same on small accounts as large.

Small beginnings are as welcome as are seasoned undertakings.

Thus you are offered this maximum service at the price of mediocrity.

They wish to meet advertisers who are dissatisfied. Men who see others outsell them.

They seek interviews with all men who are seeking the light.

We don't send solicitors. We send the actual result-getters. Tell us when and where you will meet them.

& THOMAS

Chicago

Avenue and Madison Street

Just Out In Book Form

A sample of our Master Salesmanship. Ask us to mail it to you.

A National "For Sale" Campaign

A hurry-up "for sale" campaign of national scope which embraces ten of the large newspapers from coast to coast is now under way. The object of the advertising is to interest capitalists in the sale of the famous Sutro Baths of San Francisco.

Owing to the death of Alfred Sutro, the builder and owner of the baths, it became necessary to sell the property before November 20.

Baldwin & Howell, real estate agents of San Francisco, did not

investors in the very short time available for spreading the news of the sale.

The campaign involves a series of advertisements consisting of four pieces of 210-line copy, and is being run in the following newspapers: Boston *Post*, Philadelphia *North American*, Pittsburgh *Dispatch*, Los Angeles *Times*, Los Angeles *Express*, Los Angeles *Examiner*, New York *Post*, New York *Times*, Chicago *Tribune*, Portland, Ore., *Journal*.

Samuel P. Johnston, of the Johnston-Ayres Company, which is handling the campaign, summed up the object of the Sutro advertising for PRINTERS' INK as follows:

"The reasons for advertising the property in Boston and Philadelphia are the wealth of those cities and the size of the investment, which will require a large sum, as \$800,000 is invested in the buildings and plant alone, and there go with it nine acres of land, the whole making a proposition large enough for a big syndicate to handle."

New Lesan Accounts

The H. E. Lesan Advertising Agency, New York, has just added the Sheppard Knapp & Co. house furnishings, and the Henry Morgenthau Company, real estate, both of New York, to its list of accounts. It is also preparing an extensive campaign for Knox Gelatine.

Pure Water Apparatus Company's New Advertising Man

S. R. Phelps, recently with the Armstrong-Cork Company, New York, has become advertising and sales manager of the Pure Water Apparatus Company, Philadelphia.

Buckley Leaves O'Shaughnessy Agency

The resignation is announced of Timothy S. Buckley, secretary and space buyer of the O'Shaughnessy Advertising Agency, Chicago. Mr. Buckley has been identified with the agency for two years.

C. Von Bottenger has succeeded F. W. Morton as editor of *Business*. Mr. Morton becomes vice-president of the International Accountants' Society, of Detroit.



**SUTRO BATHS
SAN FRANCISCO
AT AUCTION**

With about nine acres of land Ocean and adjoining the Cliff Heights will be sold to the subject to the approval of the at Auction, Thursday, 20, 1913, at 12 o'clock at

BALDWIN & HOWELL 218
San Francisco. This famous bathhouse, the world was erected by the late Adolph Sutro, more than \$800,000. It must be sold at once. Although the bathhouse is in limited power in the management and enterprise it is being well patronized and great profits can be realized the Pacific Ocean at the entrance position is unique and picturesque.

Q The bathhouse covers about three acres and is to add many.

Q The profits of the Sutro Pacific Exposition, 1911 will be paid to the purchaser at this sale for

framing the Pacific House and San Highest Bidder Superior Court November the sale of the Kauray Street, and the largest in San Francisco at a cost of now to close his the bathhouse but population of this great in the hands of amusement is Q Situated on to the Golden Gate its beyond description. Bath during the Panama February 1913 to December 1913—enough to reimburse the full cost of the property.

SALT WATER SWIMMING BATHS

Remember the date is Thursday, November 20, 1913

BALDWIN & HOWELL
REAL ESTATE AGENTS
AND AUCTIONEERS
218-126 Kauray St. SAN FRANCISCO

Send for Illustrated Booklet

ONE OF THE "FOR SALE" SERIES

have much time in which to find an investor who would be willing to take over a property which embraces buildings said to have cost \$800,000. Prospects for a sale of such magnitude were rare in the immediate vicinity of San Francisco, so the real estate agents decided to hunt for prospects in all sections of the country. Newspapers were chosen as the means for reaching a great number of

The Open Door in Life Insurance



The Postal Life is the only Company that opens its doors to the public so that those desiring sound insurance-protection at low cost can deal directly for it, either personally or by correspondence.

Whether you call or write, you make a **guaranteed** saving corresponding to the agent's commission the **first year**, less the moderate advertising charge. The first-year commission ranges up to

**40% of the Premium
on Whole-Life Policies**

In subsequent years you save the Renewal Commission other companies pay their agents, namely $7\frac{1}{4}\%$, and you also receive an Office-Expense Saving of 2%, making up the

Annual Dividend of $9\frac{1}{2}\%$ Guaranteed in the Policy

If you were to call at the office of any other company, or write to it, you might secure insurance, of course, but not **direct**; the policy would go to you through some **agent** or **agency** that would get the commission. You wouldn't get it.

In fact, the other company wouldn't be permitted to give it to **you** unless everyone else got it; it would be **illegal discrimination**.

The Postal Life, however, dispenses entirely with agents. Its policyholders—all of them **alike**—get the benefit of the saving thus effected by **direct insurance**.

Such is the Postal way: the door is open to **you**. Call at the Company's offices, if convenient, or write **now** and find out the exact sum it will pay you at your age—the first year and every other.

See How Easy It Is

In writing simply say: "Mail me insurance particulars for my age as per **PRINTERS' INK** of November 13."

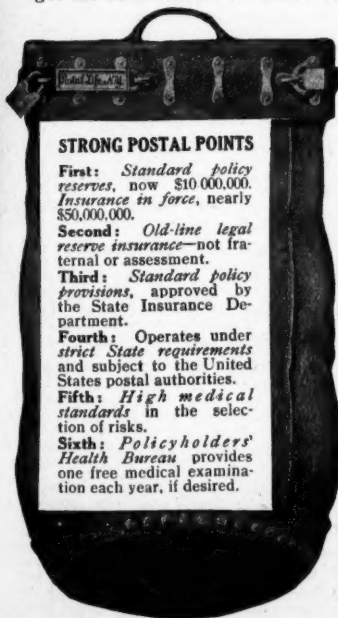
In Your letter be sure to give

1. Your Full Name.
2. Your Occupation.
3. The Exact Date of Your Birth.

No agent will be sent to visit you: the Postal Life employs no agents.

Postal Life Insurance Co.

William R. Malone, President
35 Nassau Street, New York



STRONG POSTAL POINTS

First: Standard policy reserves, now \$10,000,000. Insurance in force, nearly \$50,000,000.

Second: Old-line legal reserve insurance—not fraternal or assessment.

Third: Standard policy provisions, approved by the State Insurance Department.

Fourth: Operates under strict State requirements and subject to the United States postal authorities.

Fifth: High medical standards in the selection of risks.

Sixth: Policyholders' Health Bureau provides one free medical examination each year, if desired.

NEW VALUE AT OLD RATES

If Reservation Is Made
Before December 15th

Modern Electrics & Mechanics

The result of the consolidation of **Modern Electrics** of New York and **Electrician and Mechanic** of Boston.

Modern Electrics and Mechanics reaches men only, wideawake and progressive men, who subscribe to keep in touch with the electrical, mechanical and scientific progress of the times.

The strength of the new paper will be the combined strength of the two publications. The circulation will be the unduplicated circulation of both. But the advertising rate will be the old rate for **Modern Electrics**, if you make your reservation by

December 15th

Ask for Rates Now

**MODERN
ELECTRICS &
MECHANICS**

231 Fulton Street

New York

Small Ads Reinforce a Page

The Radium Chemical Company, of Minneapolis, has started a newspaper campaign in the Twin Cities. The large space is given the advantage of two-inch, single-column, attention-getting copy appearing on every page of the paper. The words "Radium Spray, page 9, section 3" appear in white on a solid black background. Radium Spray is a



cleansing disinfectant liquid which is applied with a sprayer. The advertising features a 50-cent sprayer free with every \$1.00 can, or a 35-cent sprayer free with every 50-cent can with the first order for a limited time.

Consumer's Share in Advertising Appropriation

In an address before a meeting of the Southwestern Publishers in Dallas, Tex., October 18, F. H. Little, of the George Batten Company, made a plea for the co-operation of the publisher and the merchant in national advertising.

Combating some mythical ideas about the cost of national campaigning he said:

"In these United States there are one hundred million dollars spent in just that kind of way. Maybe I ought to call it a hundred million horsepower. How much of this in Texas? Four million! That is a tremendous amount. It would take you two years to count it if you had it dollar by dollar, big silver dollars. How much of this four million are you getting? All right, let's go a little further. What does it amount to in Dallas? I will just figure it out at one hundred thousand dollars, and I will tell you why I figure it that way. Because, as I roughly estimate this out, it seems that there is a little over a dollar per capita spent by national advertisers on nationally advertised goods. We reduce it to a figure which you can take home with you. Now, you can get down to Calvert, and you can know what that means to a town like Calvert with five thousand population. I don't have to argue this thing—it is clear. Five thou-

sand—that is some horse power, isn't it? How many people in Calvert besides those here realize it? You can just figure it out and find out how much of it is in your town.

"Porosknit Underwear spent this last summer more than three thousand dollars in Texas reaching Texas people. The manufacturers have told and retold their story to a half million people. They have told the people in your own town the merits of Porosknit underwear and asked them to go buy it somewhere, and how many of the merchants in your town have tried to interest any one who has seen it? This is true of all nationally advertised articles, more or less; it just depends upon how much they do and how far they go and what territories they fill.

"This doesn't stand for the fellows who say this is all waste. They will come back to you and say, 'Great Scott, why don't you cut it out, spending a lot of money down there; and it doesn't do a bit of good.' There are a lot of merchants who say, 'Give it to us in profits.' If they had that added in their profits they couldn't say it wouldn't change the price of the goods, and they wouldn't do a darn bit more business than they are doing now, and probably they would do less. Why, it isn't more than five cents all told on a shirt that you would buy. Some fellow will say, 'Advertising will run me out of business. If I push those things there isn't enough profit in it.' Now, go to it and find out how much profit there is."

Others who spoke at this meeting were F. P. Holland, Jr., vice-president of *Farm and Ranch and Holland's Magazine*; A. G. Chaney, advertising manager of the *Tiche-Goettinger Company*, Dallas; E. J. McGuirk, publisher of the *Calvert Picayune*; W. R. Patterson, district sales manager, *Welch Grape Juice Company*, and L. J. Thompson, publisher, *Hillsboro Mirror*.

The Office Boy as an Entering Wedge

A Louisville photo-engraving house recently secured 25 per cent returns on a circular letter which was addressed, "To the Office Boy," as a means of having the enclosed letter, written to the buyer of printing and engraving, delivered to him personally by the dignitary addressed. The follow-up was also to the office boy, telling him that the printing buyer had not yet answered the letter and asking him to remind that official to return the post-card which had been enclosed. The company which used this plan has had many requests from other advertisers for permission to adapt it to their own propositions.

Patterson in West for "Christian Herald"

Graham Patterson has been appointed Western manager of *Christian Herald*, to take the place of Arthur Acheson, who has resigned to go with Street Railways Advertising Company.

Something New

The Advertising Digest

A Magazine of Advertising and Selling Literature Condensed for Busy Men.

Extract from Editorial Announcement:

"What the *Literary Digest*, *Review of Reviews*, and *Current Opinion* are to life and letters in general, THE ADVERTISING DIGEST will be to that large segment of life that deals with business and its expansion.

"Authoritative, original articles will supplement the reviews."

Mailed Monthly Without Cost

to general or technical advertisers, advertising managers, manufacturers. Others, One Dollar a year. Sample November copy free on request.

The Richard A. Foley Advertising Agency

Bulletin Bldg., Philadelphia, Pa.

Developing Sales Correspondents

Something About an Editor of Letters Who Has the Natural Gift of Selecting the Right Letters and of Training Others to Write Them—Teaching Cubs the Spirit of the House

By Harrison McJohnston

AT the request of PRINTERS' INK, I recently asked a specialty manufacturer, who gets forty per cent of his sales by letters from dealers in various lines, to explain his success. "How do you train your force to write just your kind of letters?" I asked him. "How is it that you can take a new correspondent and in a reasonable period educate him to produce results you demand? How do you stamp your ideas and policy upon the hundreds of letters going out a day and know that these letters are right, although you can never hear them dictated or see the carbons?"

I will let him tell his own story. At his request, he must remain unidentified.

We did not exactly find a man who could teach others to write letters in the right tune, but we do have a manager of correspondence who has a natural "ear" for picking out unerringly the letter that will likely sell. Without any test, this man can pretty accurately judge the value of a certain letter, although we believe in testing our letters when there is time.

Such a man is valuable, very valuable, I will say—inasmuch as you promise not to mention names—because more than half of our sales letters are dictated personally to individual customers.

We have six sales correspondents who each turn out an average of about seventy letters a day. These men have been coached by this manager only to this extent:

The first few weeks a new correspondent is on the job our man-

ager takes the time to read every letter the former writes before it is mailed, and "fires back" for re-writing as many as do not seem to have the right ring to them, no matter how strong and grammatical and logical they are otherwise. That's the trouble with many a sales-letter, I think—too logical, all mind, no heart.

Often the first few days the new man will get back ninety per cent or more of his attempts. He wonders why and goes to the manager and is told only that his letters do not sound exactly right. But he is given a big bunch of carbons of old correspondence for perusal. By the time the new man has written fifty or sixty of the same letters two or three times, he is ready to peruse with interest, if not with respect, the work of the older men.

The new man is kept reading the letters of these successful writers until sooner or later he somehow imbibes the art of injecting the right personality twist, if he has the patience and the perseverance to stand the grind; for, as a rule, we have much more patience with the new man than he has with us.

This method seems expensive, but it isn't. We find that it is utterly impossible to pick up good sales correspondents—ready-made men, who really can get results.

Good salesmen at one line, good at any, is a common belief; and there is something in it, perhaps. But the new sales correspondent, no matter how marvelous was his success in his former position, must first get "acclimated" to conditions here.

THE RIGHT RING—WHAT IS IT?

For one thing, we want the personality subtly expressed in our sales-letter to harmonize sincerely with all that has gone before it to a certain customer or prospect. If its tone is not the same, the recipient feels the difference immediately, for I believe our previous letters possess enough personality to make a distinct impression.

What do I mean by the right

ring? I wish I could answer you. It's a feeling that tells our manager the letter will strike the right spot. But we are not psychologists enough to analyze the cause of the feeling.

Ask the average merchant why he gives his order to one personal salesman instead of another, and he will not know exactly. He'll say, "Oh, Townsend seems to be the right sort, mighty whole-souled, good-hearted fellow," or something to that effect. Pin the merchant down to other than general qualities and you stump him. The same is true of sales-letters; and that is the reason for our plan of training and supervising.

They say, when you want to acquire a good style of writing, to read Addison's essays over and over. That is our principle; and it produces letters that our friend, a merchant down in Lakeville, Ind., for example, reads. This merchant last year, for the fun of it mainly, saved all the unopened advertising matter and the unread letters that came to him during the year. He had over

a half-barrel of letters and two and a half barrels, sugar barrels at that, of catalogues, circulars and so on. But he told me that none of our stuff was in the barrels.

Those hungry barrels are the reason why we want our letters *all* to have the same individualized personality ring in them; and *uniformity is an important item* when it comes to getting the merchant always to read your letters—which is half the battle. Send the merchant only one letter which grates on his feelings and it casts a shadow over others.

One way, I think, in which our letters are different, at least from the average letter that comes to me, is the simple matter of cordiality. We find that you cannot be too cordial, in a sincere way, with the merchant in the small town.

Several years ago, when our manager was doing nearly all the writing, I often said to him, "Bill, don't you think you are wasting words talking to merchants in such a friendly, off-handed way?"

We want small accounts

¶ We really want them—not merely accept them—because we know how to help them grow into bigger ones.

¶ We want them because we know that when they are big they will stay with us against almost any inducement to leave us.

¶ We want them because we want our business to grow, and we don't care to gain that growth at the expense of other Agents who have earned the right to their accounts by honest service from small beginnings.

¶ We're mighty proud of our big accounts—some of the biggest and best in the world—but we're proud chiefly because we helped them grow up from little ones.

¶ Talk to us about a small account and see.

The Procter & Collier Co.

New York

Cincinnati

Indianapolis

But invariably results showed me that Bill knew how to write. He maintains that it is the easiest thing in the world to offend the reader of a letter, or make him feel slighted; and that you can't put too many genuine smiles between the lines.

Now every one of our letters is cordial, if nothing else, including routine correspondence, as well as sales—for there is a sales-building element even in routine letters.

Now and then Bill takes a fling at our general correspondence files to very good purpose—to see if the back-order letter, for example, is not a sing-song, "your valued order received," and so on, such as the average merchant receives over and again from various suppliers. We want even a back-order letter to be fresh, interesting, and *cordial*—an indirect selling letter.

But, of course, our manager's real work is with our sales correspondents. We keep their sales records as carefully as we keep the records of personal salesmen.

RECORD OF CORRESPONDENTS KEPT

One correspondent covers approximately as much territory as do five personal salesmen. He is entirely responsible for towns of less than a thousand inhabitants, if his territory lies east of the Mississippi; if west of the big river, less than seven hundred.

Although about one-third of his time is devoted to paving the way and backing up the salesmen on the road in the larger towns, his sales record is tabulated from the results in his exclusive territory; and the quality of his work is judged by the quantity of sales in proportion to the inquiries he has to work on.

It is up to our manager to supply the inquiries over the form sales-letter route. But a sales correspondent, as a rule, writes the form letter. Each time a form letter is desired, Bill gets all the boys together and tells them what he wants; and after they all talk it over, they go out and sometime within two days, when he most feels like it, each correspondent dictates a letter. Bill

then picks the best three or four letters and tests them; and, of course, we use the letter that pulls best.

The salary of each man is increased from year to year in proportion to the increase he secures in total sales from his territory. Nothing startling about that, no sir; but it is oftener said than done.

Furthermore, every time one of the men writes a form letter that is used, he is credited with the number of live inquiries, or sales, received from it. The man who has the greatest number of inquiries, or form-letter sales, to his credit at the end of the year gets a three-hundred-dollar bonus, while all the other men get a proportionate share of a like amount. That is, if one man gets only half as many inquiries or sales as the top man, he receives \$150.

But the real reason we have succeeded in gathering an organization of "infielder" salesmen with a batting average of about \$4,000 a year is Bill's peculiar method of supervising the work. Bill, with his good "ear," is our secret.

He and his men can sell goods personally. In fact, Bill traveled the entire country for his house when there were only two instead of thirty-seven traveling salesmen. This, doubtless, is one reason for his "good ear."

When results for any month fall below the previous year's record on the part of any correspondent, Bill personally spends several days, or weeks, if necessary, in going over the delinquent's carbons. He also reads the daily work each evening, and asks the re-writing of all letters that don't sound right.

As the correspondent must keep up with his inquiries from day to day, including follow-ups, usually he is forced to work overtime when results make it necessary to do much re-writing. Consequently, the men seldom let it be necessary for Bill to read their mail.

One thing that helps them to keep in trim is a plan whereby they personally sell to visiting

merchants. Each man is assigned one day of the week when the sales department is expected to call on him to help entertain merchants from out of town. Thus, once a week each man has the opportunity to talk with men of the general type to whom he writes—to see how they look at certain lines and to learn, if possible, their attitude toward the entire line.

Also, once each year, each man visits the small towns in his territory for a period of from two to six weeks. He goes out to sell, although his record as a salesman is not counted for or against him. Perhaps that is why they are usually successful on these trips.

You see, between the spur of Bill during the year and the bonus at the end of it, and these personal trips to the strongholds of the "enemy," our bunch of "infielders" seldom lose their "batting eye."

Runs Its House-Organ in Newspapers

The Chattanooga Life Underwriters' Association is using the advertising columns of the *Chattanooga Times* as a means of bringing the matter ordinarily contained in its house-organ before the people of Chattanooga. Large four-column advertisements resembling a "paper-within-a-paper" are used each week. The section is edited by a practical insurance man, and the advertising is paid for by the various members of the association whose names appear in the roster of members at the head of the first column.

This advertising is particularly interesting at this time when a general advertising campaign for life insurance is being urged by the different insurance interests, and is suggestive of one way of accomplishing the educational work which would be the aim of a general co-operative campaign.

In speaking of the success of this campaign, W. C. Johnson, vice-president of the *Chattanooga Times*, says: "The feature is proving quite popular and the members of the local organization feel that it is helping them in their work."

Cincinnati Boosting Plan

The Home Products Committee of the Cincinnati Chamber of Commerce, has enlisted the advertising managers of the daily newspapers, who have been asked to formulate a plan for boosting Cincinnati-made goods. More general advertising by the manufacturers has been advocated by the newspaper men.

The Advertisements of 167 Mail-Order Concerns

appear in the December issue of

PHYSICAL CULTURE

in addition to several pages of publicity advertising.

PHYSICAL CULTURE'S success with mail-order copy has resulted in its being classed as one of the three strongest, high-grade, direct-result mediums in the standard magazine field.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

The Steadiest Growing Magazine Advertising Section in America

Mr. Advertiser:

Have you noticed that none of the "quack doctor" advertising exposed in the *Chicago Tribune* during the past week has been appearing in *HEMLANDET*, the first Swedish newspaper in America, under its new ownership?

Those advertisers who are sincere in their desire for a clean press—clean all the way through—should take cognizance of the attitude of *HEMLANDET* as expressed in an editorial appearing in the issue dated October 30th.

A translation will be mailed free to any interested *Printers' Ink* reader on application.

Address, *HEMLANDET COMPANY*, 1643 Transportation Building, Chicago, Illinois.

The Atlanta Journal Atlanta, Ga.

The brightest spot in the world of business is GEORGIA.

Where the corn crop is 50% better than last year;

Where the cotton crop (including cotton seed) is selling for \$200,000,000.00, by far the largest sum ever paid for one season's growth;

Where notes maturing in December have been paid in October and November to such an extent that Atlanta bank clearings have broken all records;

Where the Atlanta Journal reaches a subscriber in nearly every white home in Atlanta and then

Covers Dixie like the dew.

Recently I was asked by a prospective advertiser: "Who contributes to the

Writer's Magazine?"

I smiled with satisfaction. "Jack London—Arthur Brisbane—Irvin S. Cobb—Rex—" "Enough," he said. "Come in." I went out with 100 lines (½ page). Now he uses just 200 lines. Would you look at the current issue? It will please you. There's good stuff in it, by Cobb and a host of others. May I send it? Just address me care

The Writer's Magazine

32 Union Square East New York

CHARLES D. FOX

More Advertising for Newspapers

WM. H. HOSKINS COMPANY

PHILADELPHIA, Nov. 8, 1913.

Editor of PRINTERS' INK:

I am very much interested in your article on "Oyster Week" campaign on page 45 of PRINTERS' INK, issue of November 6.

It strikes me that if some of the newspapers would wake up, they would be able to get considerable advertising out of these particular campaigns.

I do not know what was done outside of Philadelphia in the way of newspaper advertising. I presume the association itself did not advertise, but I notice the Philadelphia *Inquirer*, of this city, carried almost two pages of oyster advertising during the week that this campaign was held.

J. A. FINNEGAN,
Advertising Manager.

New York "American's" Advertising Talks

Advertising men will be interested in a series of advertising talks which started in the *New York American* on November 7.

The keynote of the *American's* series is the idea that an advertiser can learn of principles which apply to his business by reading stories relating to other advertisers' successes. It is the purpose of the *American* to bring the experience of numerous advertisers into orderly arrangement, draw intelligent applications from them and place the ideas contained therein at the disposal of *American* readers.

Birthday Remembrances for Consumers

Alfred Decker & Cohn, makers of Society Brand Clothes, have been using a novel plan of increasing good will on the part of their customers. A card is attached to each suit of clothes, and the purchaser is asked to fill this out with his name and date of birth, returning to the manufacturers. He then receives, on his birthday, a souvenir from the company, which takes occasion in presenting the gift, to remind him of Society Brand clothes and of the name of the local dealer. The plan is said to have worked well.

Word "Veneer" Thought Harmful

Manufacturers of furniture in which veneers are used who have found a public prejudice against the term on account of the association of ideas which suggests that that which is veneered is inferior, are considering adopting the term "reinforced" instead of "veneered." Where built-up tops and panels are used, it is pointed out, the wood is literally reinforced by means of cross-banding, and the new adjective would get away from the unpopular descriptive, while at the same time presenting a real selling idea.

To Offset Tailoring to the Trade

Attention has been recently called to a change in the clothing situation which is said to be just as important in its way as the development of the mail-order tailoring-house and the tailor to the trade. It is the growth of the "cut, trim and make" houses, which carry no stocks of goods, but simply handle the manufacturing end of the business. It is said that many of the smaller merchant tailors are resorting to this plan as a means of decreasing operating expenses. They carry the cloth, take the measurements of the customer, and send the goods with the order to the cut, trim and make concern, which handles the manufacturing of the garment only.

It is stated that some of the jobbers of woollens have met the competition of the tailors to the trade and the mail-order tailors by establishing agents of their own, who get orders for made-to-measure suits, the orders then being turned over by the jobber to the manufacturing house of the kind referred to. Woolen manufacturers are giving considerable attention to the new development, which is said to have shown more strength during the current season than at any time heretofore.

Ban on Dealer "Openings"

The National Federation of Implement Manufacturers, which met recently in Chicago, placed itself on record as opposed to dealers' "openings," provided the openings are to be handled with the aid of the manufacturers' traveling salesmen. It was stated at the convention that the expense of participating in such events was out of proportion to the business handled and that the total volume of sales by the dealer was not increased, though the trade compressed into the days during which the opening was held might seem unusually large.

"Moreheat Week" in Denver

The manufacturers of Moreheat, a mineral dressing which applied to coal is claimed to generate oxygen and make one ton of coal do the work of two, secured distribution in Denver by conducting a "Moreheat Week." For the purpose of inducing the people to test the new product, a Moreheat Bond was featured in the advertising. Anyone cutting out the bond and presenting it to any of the stores mentioned in the advertisement received a 25-cent package of the product for 12 cents. The bond was good only during "Moreheat Week."

Crisp, General Manager Krohmer Company

R. D. Crisp, who some time ago tendered his resignation to the Bishop-Babcock-Becker Company, of Cleveland, on November 15 becomes vice-president and general manager of the Krohmer Company, advertising publishers, of Chicago.

THE AMERICAN JOURNAL

—OF—

CLINICAL MEDICINE

Member of the



Clinical Medicine is best known
by the

RESULTS

which it gives to its advertisers

S. DeWITT CLOUGH

Advertising Manager
RAVENSWOOD, CHICAGO.
Phone. Edgewater 748



Business Gifts

(Not the ordinary kind, if you please)

The 'leven little leathersmiths are a bunch of happychaps making many crafty leather things. Some sensible souls buy these things in quantities to give to their customers.

For example:

Diaries, - - 25 to 35c.

Paper Weights, 30 to 50c.

(Nothing but leather—
and good leather, at that.)

Xmas is mighty close—you'd better
attend to this right away.

The Leathersmith Shops

1033 Race Street, Philadelphia

Let the 'leven little leathersmiths do it.

Universal Film Planning Campaign

At a meeting of the board of directors of the Universal Film Company, held October 28, in the Mecca Building, New York, it was decided to spend a quarter of a million dollars for a national campaign featuring the Universal productions.

The Universal Film Company is a combination of several film manufacturers, notably Imp, Victor, Powers, 101 Bison, Rex, Crystal, Joker, Eclair and others which operate in opposition to the trust, and is said to be backed by Western capital, the trust being financed from Wall Street.

An official of the Universal company denied that the action was a result of the campaign which the Mutual Film Corporation has started, described in a recent issue of **PRINTERS' INK**. "However," he added, "the Mutual campaign was aimed at us, and unless something was done to offset it, it might seriously injure our prestige with the exhibitor. To my mind, the Mutual copy is missing the mark, in that it is too 'highbrow.' Our copy will feature our players and take it for granted that people go to motion picture shows."

According to Carl Laemmle, president of the company, the campaign is not to be of the flash-in-the-pan type. "We are going to hammer the story of Universal quality into the heads of the ninety million week after week, month after month, and year after year." Magazines, newspapers, billboards and street-cars are to be used in this work, it is understood, and the campaign will open in the Middle West about November 15, according to G. U. Stevenson, in charge of the Universal Film Company's publicity and advertising.

It is generally believed in motion picture circles that the result of this tilt between the two film companies will be to force the General Film Company, that is supposed to be the outlet for the trust, into a defensive campaign. There would then be an interest-

ing three-cornered advertising fight.

The Witt K. Cochrane Advertising Agency, of Chicago, is working on the copy for the new campaign and will place the business.

To Advertise New York Suburban Life

A permanent exposition, to be known as the Country Life Permanent Exposition, and said to be backed by R. E. Farley and L. W. Prince, two Westchester county real estate men, is about to be opened in the Grand Central Terminal. The purpose of the exposition is to interest New Yorkers in country life along the lines of the New York Central and New York, New Haven & Hartford railways. Twenty per cent of the money derived from renting this space to exhibitors interested in the development of this tract and in the sale of materials used in building and maintaining country homes, will be invested in advertising, it is said. Newspapers in and around New York will be used to attract those contemplating suburban life to the exposition.

Texas Ad Clubs to Meet

The third annual convention of the Associated Advertising Clubs of Texas will be held at Beaumont on November 19.

Among the speakers scheduled for the gathering are: A. G. Newmyer, of the New Orleans Item; George W. Hopkins, sales and advertising manager of The Loose-Wiles Biscuit Company, Boston; Harry Tipper, advertising manager of the Texas Company, New York.

The following clubs compose the Texas association: Abilene Ad League; Dallas Advertising League; Advertising Men's Club, Fort Worth; Fifty Thousand Liners, Fort Worth; Houston Aircraft Club; San Antonio Advertisers' Association; Texarkana League of Ad Men; Waco Advertisers' Club; Waxahachie Ad Club, Beaumont Advertising League.

Are Men Bargain Hunters?

The Reversible Collar Company, Boston, started a sale on "Linene," a new collar, by advertising a free sample to any one who would drop a postal stating the size wanted. A free sample of a collar to prove its comfort and economy goes to show that men are as susceptible to free and bargain offers as women.

Alicoate Now on the Coast

J. W. Alicoate, formerly of the advertising department of the Washington, D. C., Post, and at one time secretary of the Phillips Service, Washington, is now associated with the San Diego, Cal., representative of the Read-Miller Company, of Los Angeles.

Ways of Advertising Newspaper Advertising

The Various Ways in Which Dailies Are Selling Their Space—The Vogue of "Advertising Talks"—Publishers Who Have Found That People Follow Their Work Closely

By Frank D. Webb

Adv. Mgr., The Baltimore News

UP until a year or so ago it was probably no exaggeration to say that the newspaper as an advertising medium was about the worst advertised proposition of anything in the really big class in the United States.

Almost every important commodity has been and is still enormously better advertised than newspaper advertising, which, according to figures printed from time to time, is assuming enormous financial proportions. In the last year, however, this condition has

the Chicago *Daily News* and *Record-Herald*, and at the present time for the Philadelphia *North American* and New York *American*, still further stirred up the situation, and helped to point out the even greater possibilities open to the advertising of newspaper advertising.

The Advertising Talks, by the editor of PRINTERS' INK—the Advertising Talks published all over Canada by the Canadian associated advertising men, advertising talks in various cities prepared by the directorates in various advertising clubs, and syndicated advertising talks from paid sources, have unquestionably stimulated the imagination of the local newspaper advertising managers and have helped to stir up the present situation.

It is unquestionably a fact that up to a year or so ago the average newspaper advertising manager failed entirely to appreciate the big possibilities in his own proposition. He was pointing out

Advertising Would Make People Understand Insurance



The clipping reproduced here is from a recent issue of *Printers' Ink*. It simply helps to bear out a comment reprinted in these columns recently from an address by Hugh Chalmers on the same subject, printed in the *Mail Order Journal* of Chicago.

The fact is that the average man—even the man well insured—knows practically nothing about life insurance, and the failure is due largely to lack of advertising.

Ever agent in Baltimore ought to be banging away at his home office all the time, in season and out of season, to induce some sort of a local appropriation; and then they should be doing something on their lines themselves. If the Companies won't advertise, that's no reason why they shouldn't. There will be more in the Baltimore field for the agents who constructively advertise the merits of the various insurance propositions which they sell.

There is no subject conspicuous in American life today which the general public is so little educated on as the subject of insurance. The great masses of people know nothing about it. They have heard of it; they have a smattering of what it means, and that is about all they do understand about it.

If insurance were advertised as shoes are advertised, as clothing is advertised, as a dozen lines of merchandise are advertised, there would be \$10 worth of insurance business in Baltimore where one is written today.

Try it, gentlemen, in the Insurance business.

Try it. Keep it for your home office, but in the meantime do something yourselves. It won't pay anybody any better than it will you.

Frank D. Webb
Advertising Manager,
The Baltimore News

HOW ONE APPEAL WAS MADE IN PAPER'S OWN PAGES

sharply changed, and marked improvements in all sections of the country are most noticeable.

The Advertising Talks, by William C. Freeman, formerly of the New York *Mail*, and now advertising manager of the New York *Tribune*, published first in his own paper and later syndicated all over the United States, have unquestionably been a sharp factor in awakening newspapers everywhere to their possibilities.

W. G. Bryan, in his work, first for the Chicago *Tribune*, later for

the possibilities in the proposition of every man with whom he came in contact, but failing entirely to grasp the fact that he had one of the biggest of all in his own hands, and was willing to do anything with it.

Bryan's work must have come as a distinct shock to the majority of newspaper advertising managers throughout the country. It was such an eye-opener as to the almost unlimited possibilities in their own field, and that these possibilities have not even begun

to be fathomed yet is a thing which the writer personally appreciates from his own experimentation in this still absolutely virgin territory.

In looking over the country I find that the advertising of newspaper advertising is developing in almost as many different ways as

gorical advertising, etc., etc., etc., and all of it is being well done.

Here in Baltimore Jerome P. Fleischmann, of the Baltimore Sun, has written hundreds of talks on want advertising. These have been syndicated recently to all parts of the United States, signed "By the Want-Ad Man."

Fleischmann uses names from time to time, and to a certain extent falls into the class which I have attempted to classify under the caption "Strategic Advertising," using his space to bring the influence of a merchant's friends' comments to bear on him as well as the comments and the attention of the public generally.

Russell Gray, advertising counsel for the Philadelphia Record, states that his paper has been running advertising editorials for a number of years, but only recently has it taken

There Is a Thought In the Attached Reproduction

It is taken from a recent issue of Printer's Ink. The thought is for the owners of Baltimore's office buildings.

This thought would be to the advantage of Baltimore as a whole would the office-building owners only act on it. There are miles of old office structures in Baltimore which ought to be replaced by new buildings and which would be replaced by new buildings were they no longer tenanted by business men in various lines, who are satisfied with these accommodations, not yet having realized the advantages in the many modern structures which now mark Baltimore.

The Munsey Building has done some work in this direction, and has done it very successfully, but a half dozen buildings working in the same channel would produce more than six times the results. If all the office buildings in Baltimore were advertising along creative lines there would be a great many more office buildings. There would be fewer old-fashioned, out-of-date structures, and Baltimore would improve accordingly.

Every modern office building in Baltimore ought to be chuck full, check-a-block, right up to capacity. If they are not, the fault is lack of advertising. The News can remedy that fault.

If our buildings advertised the reasons why tenants should give up old-fashioned accommodations which they are at present occupying in Baltimore, and move into the new, the modern and the sanitary; if they would do this to anything like the extent that nearly every other business in Baltimore is advertised, business men using downtown office accommodations would very quickly realize the advantage—in fact, the absolute necessity—of modern accommodations, and the old-fashioned structures would go out of existence from non-use.

Hence, the modern office buildings have an opportunity not only to benefit themselves, but enormously to benefit Bal-

Advertising a Skyscraper Months Ahead

Business Talk of Filling a New Building at Full Rental Before the Building Campaign of the New Equitable Building—Thompson-Stearns Company in Charge of the Advertising

IT is a great deal easier to build a skyscraper, even a very big one, than it is to fill it with tenants. That calls for a different kind of campaign. And it is harder still to fill it without making the investment successful for the long time leaves. Pre-empting in reality may make no deep wounds on profit and does not demand as much as a mere sale, a developer has to do in the business of renting as at it is a so-called marketed or branded proposition.

The new Equitable Building started last week to advertise its sixteen months of completion. The advertising done by the Woolworth Building for some months previously is opening avenues in providing it with tenants for only per cent of its capacity on the opening day. Even the fame of being the tallest building in the world did not alone suffice.

It is claimed for the new Equitable that it will be the largest office building in the world.

PRINTERS' INK

but the directors are no wiser to believe that by itself that will prove a sufficiently strong advertising card. They intend to start a monthly ahead of time and spend \$10,000, a very much larger sum than has ever been spent before for one purpose in local newspaper space, mostly large space run weekly.

The chief factor in this new advertising is Louis J. Horowitz, who advertised his Thompson-Stearns Company to promote in New York City by putting out of small space. His experience in advertising in the building campaign is said to have played a large part in bringing about the present arrangement, by which he is acting as part owner and director in charge of the advertising.



Equitable Building
The new office building in Baltimore.

THE NEWS IN

one per cent per year, not an extravagant figure one would think. The copy that is expected to solve the problem is to be a dignified but informative hand. The various points will be suggested not pointed out to the public. The attempt will be to make the new building interesting and desirable not to such men but to business men and prospective tenants.

timore. Will they take it up? The News will be very glad indeed to co-operate in the preparation of first-class advertising copy, which will unquestionably bring profitable results at very small expense.

Rate for advertising of this type, on a yearly contract, say once a week, is 11c an agate line.

Call St. Paul

100

Frank D. Cobb,
Advertising manager,
Baltimore News.

PLAYING UP A PAGE FROM "PRINTERS' INK" TO WEIGHT THE ARGUMENT

there are men interested in the subject. There is the advertising of classified, the arguments on greater circulation, the sharply competitive advertising between different newspapers in the same field, constructive, creative possibility advertising, strategic advertising, emulative advertising, freak advertising, you might call it alle-

up a consistent campaign of display advertising intended to sell its advertising space as a commodity. The experiment is too young yet to tell just what results are being obtained from this particular type of copy, but it has created considerable talk among the various classes of advertisers in Philadelphia, and the Record

feels that the advertising is paying for itself as it goes along many times over.

The *Record*, in addition to this series and its editorial series, has been running an extremely strong campaign for the benefit of its want-ad department, the same general heading running throughout the entire series—"The Wonderful Works of Wantadin, the Magician" the feature of which is the coined name—"Wantadin," and the mythical figure representing Wantadin, a woman with a cap and a rolled paper in her hands.

This want ad series, too, is extremely striking, convincing and well put together—a constructive note running throughout the entire series.

The New York *Press*, under the advertising management of D. Stuart Webb, now with the Deatel Agency here in Baltimore, ran rather a striking series in the other Munsey newspapers—the Philadelphia *Times*, the Washington *Times* and the Baltimore *News*

—striking several different notes in the different pieces of copy.

In this series the *Press* did rather a unique thing in some of this advertising in that it not only advertised newspaper advertising, but advertised the entire proposition—display advertising, classified and circulation. The main appeal was on the merits to the reader of the Sunday *Press*, and the list of dealers who sold it in Baltimore was appended at the bottom of the advertisement.

The Washington *Times* has made striking use of its own columns with heavy advertising, for the most part in full-page space, but in its copy which has appeared in the other Munsey newspapers, it has been more conservative in the size of its appeal, and has dwelt more largely upon the merits of its market than on the competitive features of its own proposition.

In New Orleans, Newmyer, on the *Item*, has varied between the sharply competitive type of copy, which goes after the other news-

LIKE its terrestrial namesake the New York Globe has two opposite poles.

Both have powerful magnetic attraction for the advertiser who wants the most results for his money.

The one pole represents the largest high class circulation which the Globe for years has proven in the high class New York evening field.

The other represents the lowest rate per thousand circulation.

In New York it's

The Globe
AND Commercial Advertiser.
NEW YORK'S LARGEST NEWSPAPER.

O'MARA & ORMSBEE, Foreign Representatives

Brunswick Building, New York City

Tribune Building, Chicago, Ill

Circulation (Net Paid) for year ended October 31, 1913, 139,839

Circulation (Net Paid) for month ended October 31, 1913, 153,140

Test Your Plan in New England

You can try out one city or ten at a small expense

Put your selling and advertising plans under the microscope and watch every movement, profiting by correcting the weaknesses.

The New England field is a logical one for Try-Outs. The cities are all close together, are all prosperous, all have good papers with a low rate for advertising when measured by their selling power.

Every campaign succeeds in New England when dealers are stocked with goods which are moved off their shelves by advertising in the

Local Daily Newspapers

Repeat orders from dealers make advertising campaigns succeed. These come only after the people of the communities have been convinced, have bought and reordered.

To move the goods, advertising must be circulated in sufficient portion in cities and towns where the dealers are stocked. The Daily Newspaper is the only medium that has a circulation where you want it and when you want it.

Each Daily is supreme as a medium in its zone.
Ten good papers in ten good zones.

New Bedford Standard
and Mercury

Lynn, Mass., Item

Meriden, Ct., Record

Burlington, Vt., Free Press

New Haven, Ct., Register

Waterbury, Ct., Republican

Portland, Me., Express

Worcester, Mass., Gazette

Springfield, Mass., Union

Salem, Mass., News

papers hammer and tongs, and doesn't care how hard the fur happens to fly as a result, to straight promotion stuff directed along the how-advertising-serves-the-public line.

The *Item* has found that both kinds of copy are closely followed by advertisers and readers, although it is inclined to prefer the results gotten from the "Money-Making Opportunities in New Orleans," series to those from any other advertising which it has published up to this time.

The *Item*, for example, pointed out that there was no baker advertising in the New Orleans field—pointed out to the bakers their possible output and their possible profit. It went next into the possibilities from clothing advertising along similar lines—"The Young Man's Shop Opportunity."

Following this advertisement, the *Item* reports that it received three requests for interviews—two from old advertisers who had gotten into a rut.

Fleming Newbold, business manager of the *Washington Star*, has had his "Bill Wise" cards printed in newspapers all over the United States, thanks to the uniqueness of the idea.

ADVERTISING THE CLASSIFIED SECTION

In its own columns, the *Star* sets aside about a column of space a day to advertise the classified, operating on no fixed plan, simply trying to interest readers in the different classifications, rather than to appeal to advertisers for business. It also runs pretty regularly the "Talks on Advertising" printed by the Bureau of Advertising of the American Newspaper Publishers' Association.

Occasionally, too, on the first page it prints something about the volume of advertising carried by the *Star*, with the general idea back of this that the volume of advertising is due to the volume of circulation. Every Saturday and Sunday, also, the *Star* prints on its second page the figures of circulation with an argument in regard to advertising.

Most of this material is written

New Haven (Conn.) Register

**Is New Haven's Best Paper
In Connecticut's Greatest City**

More people in New Haven pay two cents every evening for the REGISTER than pay one cent for either of the other one-cent papers—because the REGISTER is better than any other New Haven paper.

This shows that the REGISTER is a better value as a paper for two cents than either of the others at one cent.

The REGISTER is the best newspaper in New Haven by long odds. It has more news, more features, more advertising, and more readers than any other New Haven paper.

For NEW HAVEN — the REGISTER.

JULIUS MATHEWS, Representative.

YOUR PRODUCTS



"SHOULD BE IN EVERY CALIFORNIA HOME"

Bring your Pacific Coast problems to an organization that knows how to solve them for you.

On the Pacific Coast its Cooper

We know the conditions, the people and the publications best in this territory. A trial order will prove it.

COOPER ADVERTISING CO.
San Francisco

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 300,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

COPY WRITERS WANTED JANUARY 1st, 1914

One man to specialize on mechanical and kindred subjects, with knowledge of mail order business.

One on food products and articles sold through retail stores.

Both must understand lay-outs and type.

Send samples of recent work and give full particulars covering salary, experience and age, also references regarding habits.

All samples will be returned promptly.

McConnell & Fergusson

LONDON, ONT. WINNIPEG, MAN.
TORONTO, ONT.

Address communications to
London office

in the *Star's* own office, although occasionally when things that appeal to it are offered, it buys from the outside.

The Cleveland *Plain Dealer*, the Knickerbocker Press, during the period that Geo. J. Auer was at its advertising helm; the Duluth *News-Tribune*, the Illinois *State Journal*, and dozens of other newspapers throughout the United States seem to be working in the same general direction along very effective, but more or less spasmodic lines.

In Atlanta, W. L. Halstead, the business manager of the Atlanta *Constitution*, has gotten out a series of eight full pages which are among the most striking advertisements of a newspaper's own proposition that I have ever read. These, for the most part, are a masterly putting of the best foot foremost for the morning newspaper, although the unique situation of the Atlanta *Constitution* is strongly brought out and the great strength of its tri-weekly issue developed.

This group of eight advertisements, entitled "The Atlanta *Constitution*—an Institution," "The *Constitution* as the Standard Southern Newspaper," "Prestige and Advertising Values," "The Distinctiveness of the Morning Newspaper," "The Why of the Morning Newspaper," "96% of the Women in the Homes Where the *Constitution* Goes Read It Regularly," "Two Newspaper Enterprises," "The *Tri-Weekly Constitution*," "The *Constitution's* Circulation Report," have been reprinted into an 8-page folder and mailed all over the United States.

Here in Baltimore on the *News* we have experimented with almost all types of advertising to advertise our own proposition, and feel more than ever that we have hardly begun to scratch the limit of our possibilities. We have worked in the sharply competitive stuff, we have advertised classified aggressively for years, we have harped upon the various classifications in which we excel, we have used cartoons to help bring out our ideas, we have stated the salient features of our proposi-

tion in the other Munsey newspapers and in the Munsey magazines—and here lately we have been making most effective use of the combined subtlety and strategy of printing the names of the people to whom the advertising was directed, going after an entire class in this way—reprinting the advertisements, mailing them out to the firms enumerated in the advertised list, and then following the mailing up by telephone and personal solicitation.

One of the most effective methods which we believe we have hit upon, however, is the reproduction of articles from advertising publications, such as the recent page on the Equitable Building advertising in New York, which appeared in PRINTERS' INK. Also, as our ideas on these subjects have developed, our method of making them more effective has kept step.

WHY THE PERSONAL ELEMENT IS NEEDED, TOO

We have appreciated, as unquestionably every newspaper advertising manager in the country appreciates, that you can't sell advertising contracts by advertising. You can arouse interest, make the way easier, and in general help the situation immensely by the advertising of results to be derived from newspaper advertising, but at last the contract has got to be sold personally, which, as we figure it, is all the more reason and gives all the more importance to the necessity for the advertising.

Accordingly, where we formerly ran hap-hazard, intermittent copy in the paper and let it go at that, we now follow it up in the manner outlined above.

Almost every advertisement which is deemed at all worth while is reprinted in sufficient quantity to cover completely the list of prospects in that particular class. The advertisement with as strong a letter as we know how to write is then mailed out for repetition value with the reprint to every firm in the particular class under solicitation at the time and being appealed to in the advertisement.

**More Than 20,000 Daily
And Still Climbing**

Worcester (Mass.) Gazette

Is a good buy for any advertiser.

There is more high-grade machinery made within 10 miles of Worcester than in any other spot in this country. The largest wire goods factory in this country is in Worcester, and this city is a world centre in the manufacture of metal and machinery.

The GAZETTE is the best medium for advertisers in this great section of skilled mechanics. It goes into more homes every day in Worcester than any other Worcester paper.

Sure! The GAZETTE leads in display advertising!

JULIUS MATHEWS, Representative.

What Was Your Former Address?

About 6 per cent of the total number of change-of-address notices we receive do not include the old city, street and number.

The net result is delay and confusion, both of which may be avoided by sending full information, as above.

Circulation Department

**PRINTERS' INK
PUBLISHING CO.**

12 West 31st St., N. Y.

Following this, in the process of weeding out, a thorough and most comprehensive personal solicitation over the telephone is undertaken with every firm to which we have written. Every firm which in the telephone conversation gives the least symptom of interest is then followed up with a personal call, and each such campaign thus far undertaken has already or will in the very near future, we are sure, yield business.

In the case of articles from PRINTERS' INK, we believe this method is going to be very much more effective than the one we have been using for several years past—namely, mailing copies of PRINTERS' INK, or articles clipped out of PRINTERS' INK, to the principal prospects in the line to which the article most aptly refers. The disadvantage of that method was obvious. It was too circumscribed, since we could only mail the article to the one or several prospects for which sufficient copies of PRINTERS' INK were available.

Also, no outside pressure whatever from advertising was brought to bear upon the prospect, and the only possible influence upon him was that made by the appeal of the article itself. By reprinting the article, together, if possible, with the list of names to whom it is being made to appeal, all the value of the direct letter is brought to bear—the additional value of public opinion is to some extent excited, and the further *talk* value to be derived from all good advertising is brought out by the comment among friends of the men whose names are mentioned. All these things and more, it seems to us, should result from the appearance in any good newspaper of this rather unusual type of solicitation.

Altogether, we feel that this method of utilizing our own space is as much better than the old general method of advertising newspaper advertising as the publication in a manufacturer's advertising of the names of dealers at which his product may be obtained is better than the old

general type which simply leaves you to find your own way to a place where *possibly* the product may be on sale.

Our latest development in this direction is in the advertising of classified in which we are bringing much the same idea to bear by the reproduction of an entire classification, which for one reason or another we wish to strengthen and to which we want to call attention. This is a distinct advantage to the advertisers, since by reproducing the current day's advertisements in a particular classification they get two insertions in the paper instead of one, and it gives double interest value to *our* advertising, because it adds to it specific announcements like the items in department store advertisements.

Unquestionably, one of the greatest wastes in the advertising world to-day is that of immensely valuable material appearing in advertising publications, such as PRINTERS' INK, which are read only by the subscribers of those publications, but which could be made of great value to tens of thousands of men not in the advertising business and who do not realize that publications of the type of PRINTERS' INK can hold anything of interest for them.

This is happening week after week. Articles are appearing in PRINTERS' INK which would be valuable to firms all over the United States which never see nor hear of them. Sometimes these articles refer directly to their own business. Again, the idea is embodied in an article referring to some other man's business. A man in the shoe business very often does not realize how he can borrow ideas from the men's clothing business or the office supply business or the breakfast food business. Unless an article distinctly relates to shoes, he is apt to feel that there is nothing of interest in it for him.

This will not apply all down the line, of course, but there is hardly an issue of PRINTERS' INK that does not contain one or several articles which could be reproduced to advantage by news-

paper advertising managers all over the country with a moral drawn from them for the use of business men in the same lines or various other lines of business. The continuous reproduction of these articles, with a moral drawn from them and a suggestion added to them from the newspaper itself, would be the correction of this greatest of all economic wastes in advertising, and would be about the most interesting material that a paper could publish in its columns each week, as far as the business men among its readers are concerned.

The intelligent reading and the intelligent reproduction of articles in **PRINTERS' INK**, I repeat, would be immensely valuable. I know of an instance of a very young man who was running a country newspaper years ago and was having a struggle to get a local grocer to advertise in his columns. The advertising man asked him if he had much call for Royal Baking Powder. He brightened up right away. The advertising man then showed him an article in **PRINTERS' INK** giving the history of the Royal Baking Powder Company—how it started from a small retail store, and how many millions it had made. He got the local grocer's account.

This sort of work and the reproduction of articles of this type unquestionably are going to benefit the newspapers which undertake to do these things. Here on the *News* we expect to run many advertisements of this type in the future. Big results, we believe, are sure to come from them.

"Gossip Department" as Sales Maker

A Bronx baker has started a news bureau, and every few days he places on a bulletin board all the personal items that he can secure pertaining to his customers or their friends. Births, deaths, social events, removals, arrivals, and everything of general interest find a place on this board, which he states facetiously is run by his gossip department. At first he had to obtain his information from the newspapers, but eventually his customers became self-constituted reporters, and the news bureau is now a unique form of advertising.—*Bakers' Helper*.

PORTLAND (MAINE)

Can well be a "first choice" for an advertiser to try out or open up a New England campaign.

PORTLAND is the largest city in the state. It is rich in per capita wealth. Has nearly 10,000 telephones, which is, if not the largest, one of the highest per capita in New England. It is diversified in industries and backed up by a rich agricultural community. Good jobbing center.

The Evening Express

is the only evening paper in this beautiful city, and covers this field so well that any advertiser may rely alone on its selling power.

The local merchants are ready to take hold of any good proposition which is advertised in the **EXPRESS**.

JULIUS MATHEWS, Representative.

I AM AN EFFICIENCY SALES MANAGER

I HAVE HAD 18 YEARS OF UNBROKEN SUCCESS AND AM 80 YEARS OLD. I HAVE BUILT UP THREE SUCCESSFUL BUSINESSES. IN AN ESTABLISHED LINE I TRIPLED THE GROSS INCOME AND REDUCED THE SELLING COST 90 PER CENT IN ONE YEAR.

I UNDERSTAND THE HANDLING OF MEN; HOW TO PLAN CAMPAIGNS, ADVERTISING, AND FOLLOW-UP LETTER SYSTEMS, HOW TO DISCOVER NEW FIELDS AND POSSIBILITIES; AND HOW TO PRESERVE THE BALANCE BETWEEN SALES AND PRODUCTION.

I HAVE JUST SOLD MY INTEREST IN A PROFITABLE BUSINESS WHICH I CREATED AND NOW SEEK NEW AND LARGER CONNECTIONS EITHER AS SALES MANAGER OR ASSISTANT SALES MANAGER FOR A LARGE BUSINESS. I KNOW NEW YORK THOROUGHLY. "L. W." BOX 117, CARE PRINTERS' INK.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE, General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, NOVEMBER 13, 1913

Service and Price-Cutting Is there a danger that so-called "service" may amount to actual price-cutting? Is there a danger that dealer co-operation which has of late come to play such an important rôle in modern business can be overdone and become a boomerang which might come back and harm a manufacturer's reputation for being a one-price house?

These are questions which many advertisers who pride themselves on the service rendered customers and a one-price-marked-on-the-ticket sales policy are asking themselves.

And the answer seems to be, as President Joy, of the Packard Motor Car Company, suggests in a recent issue of PRINTERS' INK, that the test for service is how well it answers the question, "Could we do the same for every customer without their asking for it?" In other words when service does not serve all alike it might be taken to be a form of special privilege—a short step from special concession and price-cutting.

Of course it is impossible to lay down a hard and fast rule in this connection. There will always be exceptions—peculiar conditions and other objections. But the thought behind the president of the Packard Motor Car Company's words that equitable service is the kind that serves uniformly, without preference or discrimination, is in PRINTERS' INK's opinion the only sound view to take.

The manufacturers' or merchandising side of the "service" problem is paralleled in the strictly advertising field by the publisher who is in doubt as to just how far he is justified in going in co-operating with his advertisers. One prominent publisher of a daily paper expresses his views to PRINTERS' INK as follows:

"When a paper is using every effort to produce a splendid newspaper, when it absolutely leads in its field, and is spending time and money to make the product the finest that brains and energy can produce, and when it charges for its advertising only a very fair rate. I do not think that the foreign advertiser should expect very much more than that, and I am not at all in sympathy with the movement which is now developing. For instance, in connection with a recent contract which we took we agreed to send out folders and letters to each of the grocers in the city. We also did some campaigning among the more prominent grocers. As it happens this particular advertising amounted to a fairly good sum, but when we figure out the cost of securing the business and then the cost of producing it, and add to that the cost of co-operation, the business ceases to be profitable."

Another publisher of a daily paper senses the same danger:

"It is the purpose of the *News* to help the clean and nationally advertised goods in every reasonable way. It co-operates with the dealers in urging window display whenever it is possible to do so, and assists the traveling salesmen who make the different

cities. In some cases, the requirements of the publicity man, however, are beyond reason. For instance, when he requires services that would cost \$15 or \$20, and the entire appropriation laid out is less than \$100, that seems to amount to a cut of the rate"

Also PRINTERS' INK has had a communication from a large and very well known national advertiser who demands that publishers cease their efforts to strengthen the hands of his competitors. His argument is that each manufacturer should be required to work out his own salvation. This correspondent, who is in the breakfast food line, does not want any "co-operation" from publishers. He feels abundantly able to handle his own trade situations and prefers to do so. Furthermore, he does not regard it as at all fair and equitable, after paying publishers millions of dollars for advertising, for those same publishers to go out and try to switch his trade over to some new rival. Not only that, but he regards it as bad business for publishers to take sides in trade battles, and to do more for a new comer who may never amount to shucks in an advertising way than they have done for an old and big customer.

Yes, we think there is a distinct danger here. But that does not mean that all forms of co-operation with national advertisers should forthwith be thrown overboard. There are some kinds of "service" which a publisher can properly render which are not discriminatory, which do not amount to rate-cutting and which are not unduly expensive. For example—just to cite a few of these good ways,—there are the "advertising talks" which are calculated to stir up a greater consumer interest in all advertising; there are schemes like Fleming Newbold's recently described in PRINTERS' INK to persuade dealers to make special window displays of advertised goods; and, last but not least, the publisher can clean the advertising fakes out of his columns, he can tell the truth about his circulation, he can assemble the vital merchan-

dising facts about his particular field and he can establish a fair rate, treating everybody alike. There are surely plenty of ways of rendering "service" without going over the line that defines safe and sound business.

He Gets the Business Who Goes After It

When the first whispers of a business depression begin to be heard there are some concerns that look around for a soft place to curl up and lie down. They pull in their lines, shorten their sales force and cut down their advertising.

But there are also other concerns that see in identically the same unfavorable conditions a reason why they should redouble their efforts to get and increase business. That is why, when there is talk of bad times, if you inquire among your friends, you will hear very conflicting reports. Some are complaining of decreases in sales, while others are "pointing with pride" to a record of twenty-five per cent increases. There is always a reason for these differences in results. The executive whose mind is firmly fixed on going ahead usually finds some way of accomplishing his purpose. Advertising is one way of stimulating sales, but it is not the only way. Some of the other methods are opening new outlets, increasing the sales force, training the old salesmen to produce better results, developing an export trade when things are dull at home, adding new lines of products, finding new uses for the old products, and so on down to the buying outright of some smaller, going business.

The following is the annual record of sales of a well-known corporation as furnished to its stockholders—what business man can fail to get a stimulus from such a record of achievement:

Year	Sales
1913	\$4,592,296
1912	3,414,560
1911	2,839,328
1910	2,115,839
1909	1,389,319

1908	913,608
1907	1,014,619
1906	606,453
1905	418,084
1904	324,564
1903	61,777

The one year when this company failed to show decided gains is accounted for by the fact that the fiscal period, for convenience in bookkeeping, was changed from twelve to ten months. These figures tell a story which any business man will understand. They are eloquent not merely of high efficiency in management, but they tell of indomitable purpose, of imagination, of a refusal to recognize and be a part of business depression. Some of the years here scheduled were actually panic years. But when other concerns were sailing close to the wind this house, as shown by its results, was busy opening up new ways of getting business.

The man at the head of a large business needs imagination. He should be thinking and planning at least ten years ahead. He should be able to visualize the conditions that will confront his industry in the future. Mr. Vail, of the American Telephone and Telegraph Company, is a conspicuous example of the qualities we are trying to describe. There are other executives who live only in the immediate present, who fail to recognize what advertising can do to assure the future, and when they attempt to lay hold of it they often find, like Mr. Mellen, of the N. Y., N. H. & H. R. R., they are too late.

Is "Exclusiveness" Wise?

A certain New York lady was considering the purchase of a silver tea service. She mentioned the fact to a friend, adding that she thought she would buy it at "So-and-so's"—mentioning an extensively advertised Fifth Avenue house. "You must have money to burn," objected the friend. "For my part I can't see the joke of paying a fancy price for somebody's name. Those people cater to the exclusive set, and charge good, round, exclusive prices." So

it happened that the advertiser did not get the business. Yet in all probability the tea service could have been bought from the advertiser for the same money as was paid elsewhere.

It was simply a case of too "exclusive" advertising; advertising that was aimed at the ultra-rich and which overlooked the great middle class, whose business is highly desirable. And so it seems that there is a point of diminishing returns in exclusive advertising, a point when the advertising attracts a few, but turns away many.

Another Fifth Avenue establishment—a ladies' gown importery this time—came to realize this fact some time ago. People were getting the opinion that it too was "exclusive" and asked "exclusive prices," so it sent out this letter:

There seems to be a general belief that the House of . . . is one of the most expensive in New York. We are perfectly willing to admit, the quality of merchandise, excellent taste and high standards maintained justify us in charging high prices. The object of this letter is to correct an erroneous opinion regarding our prices and to notify our patrons that we also show some excellent gowns as low as \$50, suits of original and imported designs from \$50, smart dancing gowns very artistic in wonderful materials and beautiful color combinations from \$85 up.

This letter should suggest caution to those who are seeking to force prestige through exclusive advertising. It should suggest the danger of overlooking a most profitable market. It should raise the questions: How far is it wise to go? Just where is the point of diminishing returns?

Houston Resigns from National Cash Register

R. L. Houston, for a year and a half assistant advertising manager of the National Cash Register Company, has resigned to join the Rice Leaders of the World Association, which operates large electric signs at several points in the United States. One of the best-known signs of the Rice association is the one on Broadway showing the Ben Hur chariot race.

Kirk B. Johnson, formerly Eastern advertising manager of *House and Garden and Travel*, now represents *Munsey's Magazine* in the New England territory.

Third Call and Last

Monday at high sun
time - November 17th
final plates and copy
must be in Life's office
for the December 4th

Christmas Annual.

110 Pages

25¢ per copy

300,000 circulation

Please wire space
and send cuts and
copy special delivery.

No proofs for O.K.

Life
17 West 31 St New York.
George B. Richardson Ad. Mgrs
B. F. Prayondie Asst. Mgrs
Mcquellabley. Chicago

"The Best and Only the Best at Any Price"

1914 Cosmopolitan will flare through the literary firmament like a comet among dead stars.

The modern American, who has the Saxon's love of pageantry and spectacle and the Latin love of grandeur, with the melting-pot blend of "imagination all compact," offers the most critical art, literary and dramatic taste the world has ever known,—and that taste will find sufficiency in the Cosmopolitan, and in the Cosmopolitan *only*, for 1914.

Jack London, the colossal genius who can make the prosaic commonplace or the wildest imagery a work of supreme art, is among our Stars of Magnitude first.

Rex Beach flashes with a new light, so different that you will get the rarest of all reading treats—a fulfilling surprise.

The French say a woman is at the bottom of all mischief. In America it is the "small boy." Booth Tarkington has a rib-torturing series of kid-laughers which will surely crowd Huck Finn and Tom Sawyer as great classics of sheer fun.

Chester's Wallingford Firm becomes a triumvirate, introducing Wallingford, Jr., a lad with lobeless ears that can hear money in a buried sock. They would make a proof-reader laugh.

George Ade has gotten his second wind (after the first fame-sprint of his early Fables in Slang) with a series that would make his reputation anew had he never written,

and make it *greater*. McCutcheon, who is to Ade what Cruikshank was to Dickens, interprets visually the pictorial phases of the fables with humorous seership.

In Lacey Evans Cosmopolitan has found a "find" who will give O. Henry a running mate, if not a pace-maker.

Those who love the drama of history can search the world's records and find nothing richer than the Civil War. Cosmopolitan's war stories are not told second remove by the distant data-compiler. They are all *FIRST-HAND* stories, and have the intimate touch of personal association. For instance, the General Pickett series is written by General Pickett's wife, from his personal notes.

Not trailing, but along with them in train, are others who would make luminous any kind of magazine, except the one where constellations is the order of the day.

Don't take "hear-say," but read the Cosmopolitan—the *present* Cosmopolitan—and you will know why we *have* and *hold* and *continue* to *increase* the greatest magazine circulation the world ever saw—and why it is we are the advertisers' first choice.

Rate now, \$840.

We are earning over \$1,200.

The actuating policy of the Cosmopolitan Magazine in Fiction, Art, Articles and Poetry is—

"The Best and Only the Best at Any Price"

Cosmopolitan Magazine, 119 W. 40th St., N. Y. City

November Magazines

ADVERTISING IN MONTHLY MAGAZINES FOR NOVEMBER

(Exclusive of publisher's own advertising.)

	Pages.	Agate Lines.
Cosmopolitan	171	88,304
Review of Reviews.....	121	27,173
Sunset—The Pacific.....	115	25,872
Everybody's	106	23,942
World's Work.....	103	23,216
McClure's	96	21,696
Scribner's	92	20,776
Hearst's	91	20,496
Harper's Magazine.....	87	19,684
Current Opinion (cols.)...	117	16,493
American Magazine (cols.)	113	16,285
Metropolitan (cols.).....	93	15,947
Century	71	15,932
Atlantic	61	13,839
Munsey's	54	12,110
*Popular Magazine.....	51	11,586
Bookman	48	10,902
American Boy (cols.).....	51	10,375
Red Book.....	41	9,296
Argosy	37	8,288
Home Life (cols.).....	48	7,857
Wide World.....	33	7,560
Ainslee's	31	6,944
Boy's Magazine (cols.)...	38	6,912
St. Nicholas	30	6,776
Strand	27	6,216
Lippincott's	25	5,656
Overland	24	5,390
All-Story	23	5,313
Smart Set.....	20	4,648
Blue Book.....	19	4,256
Smith's	15	3,360

*2 issues.

VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publisher's own advertising.)

	Columns.	Agate Lines.
*Vogue	687	108,666
Dress & Vanity Fair.....	252	39,816
Ladies' Home Journal....	178	35,795
Good Housekeeping Magazine (pages).....	127	20,120
Woman's Home Companion	143	28,793
Delineator	127	25,477
Designer	100	20,184
Pictorial Review.....	99	19,996
Woman's Magazine.....	99	19,972
Modern Priscilla.....	96	16,149
McCall's	116	15,658

LIPPINCOTT'S
MONTHLY MAGAZINESubscription
Circulation

at a

Profit

The thousands of paid in advance annual subscriptions (new and renewal) coming to LIPPINCOTT's every week pay the publishers over

50% Profit

above the cost of manufacture and mailing.

This kind of circulation best pays advertisers.

LIPPINCOTT'S
MONTHLY MAGAZINE
PHILADELPHIANEW YORK
156 Fifth Ave.CHICAGO
337 Marquette Bldg.

	Columns.	Agate Lines.
Holland's Magazine.....	87	15,541
Housewife	70	14,000
Mother's Magazine.....	101	18,775
People's Home Journal....	67	13,454
Ladies' World.....	66	13,200
Woman's World.....	59	10,243
Harper's Bazar.....	50	8,484
People's Popular Monthly..	43	8,100
Today's	28	5,722
Needlecraft	26	3,944

*2 issues.

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CAR- RYING GENERAL AND CLASS ADVERTISING

(Exclusive of publisher's own
advertising.)

	Pages.	Agate Lines.
Motor (cols.).....	367	61,796
System	143	32,130
Popular Mechanics.....	130	29,232
Motor Boating (cols.)....	165	27,752
Country Life in America (cols.)	156	26,208
Architectural Record.....	106	23,800
Popular Electricity.....	73	16,357
Craftsman	52	11,760
Outing	51	11,424
House Beautiful (cols.)....	79	11,179
House & Garden (cols.)....	77	10,872
International Studio (cols.)	71	10,059
Suburban Life (cols.)....	59	10,030
Physical Culture.....	43	9,753
Field & Stream.....	41	9,247
Theatre (cols.).....	53	8,904
Travel (cols.).....	58	8,120
Outer's Book.....	34	7,728
Garden (cols.).....	46	6,492
Arts & Decoration (cols.)	43	6,090
Outdoor World & Recrea- tion (cols.).....	42	5,992
American Homes and Gar- dens (cols.).....	35	5,895
Technical World.....	26	5,880
Extension Magazine (cols.)	30	4,800

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publisher's own
advertising.)

	Pages.	Agate Lines.
*Canadian Courier (cols.)	188	33,840
MacLean's (cols.).....	185	25,620
Canadian Magazine.....	90	20,160
Canadian Home Journal (cols.)	95	19,052

*4 Oct. issues.

VOLUME OF ADVERTISING IN LEADING WEEKLIES IN OCTOBER

	Columns.	Agate Lines.
Oct. 1-7		
Saturday Evening Post..	178	29,904
Collier's	65	12,285
Literary Digest.....	76	10,656
Town & Country.....	56	9,448
Scientific American....	30	6,000
Life	39	5,569
Forest & Stream.....	28	5,186
Associated Sunday Mags.	27	4,950
Churchman	29	4,674
Christian Herald.....	26	4,586
Outlook (pages).....	18	4,228
Leslie's	17	3,551
Youth's Companion.....	17	3,500
Judge	16	2,263
Illustrated Sunday Mag..	11	2,075
Harper's	3	553

Oct. 8-14

Saturday Evening Post..	155	26,040
Town & Country.....	84	14,160
Collier's	70	13,325
Literary Digest.....	70	9,850
Life	44	6,276
Semi-Monthly Magazine.	34	5,941
Christian Herald.....	33	5,712
Leslie's	28	5,651
Churchman	22	3,657
Forest & Stream.....	24	3,620
Outlook (pages).....	14	3,304
Associated Sunday Mags.	17	3,184
Youth's Companion.....	15	3,118
Scientific American....	12	2,478
Illustrated Sunday Mag..	10	1,890
Judge	12	1,771
Harper's	6	1,024

Oct. 15-21

Saturday Evening Post..	186	31,248
Literary Digest.....	128	18,011
Collier's	62	11,718
Life	46	6,467
Town & Country.....	29	5,032
Scientific American	21	4,373
Churchman	27	4,361
Leslie's	21	4,265
Associated Sunday Mags.	23	4,260
Christian Herald	21	3,696
Illustrated Sunday Mag.	16	3,085
Youth's Companion	14	2,900
Outlook (pages)	12	2,858
Forest & Stream.....	17	2,619
Judge	11	1,606
Harper's	6	1,008

Oct. 22-28

Saturday Evening Post..	141	23,772
Outlook (pages)	89	19,936
Literary Digest	99	13,981
Town & Country.....	72	12,358

"Back Home"

If you are advertising or should advertise, we will gladly send you a list of our subscribers in your "home town," if you will write us on your business stationery.

There is no better way for you to estimate the probable response from the readers of the Christian Herald to what you have to advertise.

If you find you know any of these subscribers and will take the trouble to write them, you will probably learn that the Christian Herald is their favorite periodical.

Ask the local tax collector to check the property owners and return the list to you. Then judge our whole list (over 30,000 towns) by the result.

We have invariably found that at least 55% own their own homes.

No other magazine so effectively reaches these same substantial families.

That's why no other magazine can render the same advertising service.

The Christian Herald

Bible House, New York

Chicago

Boston

	Agate			Agate	
	Columns.	Lines.		Pages.	Lines.
Collier's	67	12,194	11. Review of Reviews....	121	27,173
Christian Herald	35	6,042	12. Country Life in Amer-		
Youth's Companion	28	5,600	ica (cols.)	156	26,208
Life	34	4,869	13. Sunset—The Pacific ..	116	25,872
Semi-Monthly Mag.....	28	4,859	14. MacLean's (cols.)	185	25,020
Leslie's	22	4,516	15. Delineator (cols.)	127	25,477
Churchman	23	3,797	16. Everybody's	106	23,942
Illustrated Sunday Mag.	17	3,160	17. Architectural Record ..	106	23,800
Forest & Stream.....	20	2,940	18. World's Work	103	23,216
Associated Sunday Mags.	14	2,665	19. McClure's	96	21,696
Scientific American	12	2,572	20. Scribner's	92	20,776
Judge	15	2,204	21. Hearst's	91	20,496
Harper's	12	2,090	22. Designer (cols.)	100	20,184
Oct. 29-31			23. Canadian Magazine....	90	20,160
Leslie's	30	6,167	24. Pictorial Review (cols.)	99	19,996
Life	37	5,214	25. Woman's Magazine		
Youth's Companion	12	2,406	(cols.)	99	19,972
Christian Herald	13	2,238			

Totals for October

Saturday Evening Post.....	110,964
Literary Digest	52,498
Collier's	49,522
Town & Country.....	40,898
Outlook	30,324
*Life	28,388
*Leslie's	24,151
*Christian Herald	22,224
*Youth's Companion	17,524
Associated Sunday Magazines	17,059
Churchman	16,489
Scientific American	15,518
Forest & Stream.....	14,365
†Semi-Monthly Magazine....	10,800
Illustrated Sunday Magazine.	10,140
Judge	7,844
Harper's	4,680

*5 issues.

†2 issues.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publisher's own advertising.)

	Pages.	Agate Lines.
*1. Vogue (cols.).....	687	108,666
2. Motor (cols.).....	367	61,796
3. Dress & Vanity Fair (cols.)	252	39,816
4. Cosmopolitan	171	38,304
5. Ladies' Home Journal (cols.)	178	35,795
6. System	143	32,120
7. Popular Mechanics	120	29,232
8. Good Housekeeping Magazine	727	29,120
9. Woman's Home Companion (cols.)	143	28,793
10. Motor Boating (cols.)..	165	27,752

* 2 issues.

Getting Public to Analyze for Itself

The Commonwealth Edison Company, Chicago, advertised to give a new model \$85 electric washing machine to the person who could estimate most nearly what the average family can save by using an electric washer.

Out of the hundreds of replies the prize winning estimate was \$185.05. It was nearest to the figures prepared by twenty-three judges, who were experts on economy. The following are the judges' figures:

Saving in
dollars and
cents per
annum.

Wages to servants and washer-	
women	\$78.00
Food and carfare to servants	
and washerwomen.....	18.20
Labor	22.00
Fuel	6.30
Soap	4.50
Wear and tear on clothing and	
materials washed.....	13.50
Tearing out buttons.....	1.67
Laundry damage done, such as	
marks of iron rust, etc.....	2.50
Laundry losses	2.75
Cleaners' bills.....	6.00
Time	20.20
Space	4.50
Damage from quantities of steam	
in the room.....	2.75
Long boiling	1.00
Health—cannot be estimated in	
money.....	
Total	\$183.87
This data was used in a newspaper	
campaign under such headings as:	
"This Electric Washing Machine Costs	
\$85—Saves \$183.87 a Year."	

W. F. Kuster, formerly sales manager of the Hoover-Wilson Company, Indianapolis, printers, has become advertising manager of the Bush-Krebs Company, Louisville, Ky.

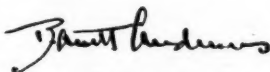
A Baltimore brass foundry—the J. Arthur Limerick Company—has been running in Vogue a series of three-inch advertisements of door knockers. Six of these tiny announcements have appeared; here is part of a recent letter from Mr. Limerick:

"Responses have come to us from people of quality and evident means from all parts of the United States and Canada, for our ornaments.

"Strange as it may seem, architects, builders, and persons contemplating and erecting homes, have written us regarding all sorts of metal items needed in the modern home."

Men like these architects and builders read Vogue, not for their own amusement, but so they can intelligently supply the wants of the wealthy and discriminating women who read Vogue.

An advertisement in Vogue reaches not only the most desirable class of consumers, but also a great many men who will use your product in a wholesale way as soon as they realize that the typical Vogue reader wants it.



Advertising Manager,
443 Fourth Avenue,
New York City

That Mr. Limerick's experience is common among Vogue advertisers would seem to be indicated by the table on the page opposite.

"PRINTERS' INK'S FOUR-YEAR RECORD OF NOVEMBER ADVERTISING

	1913.	1912.	1911.	1910.	Total.
Cosmopolitan	38,304	47,432	36,288	34,000	156,024
Review of Reviews.....	27,173	32,648	34,944	33,824	128,589
Everybody's	23,942	28,065	32,609	38,472	123,088
McClure's	21,696	23,184	32,508	36,556	113,944
Sunset—The Pacific.....	25,872	27,888	29,120	26,208	109,088
World's Work.....	23,216	25,424	22,938	28,000	99,578
Scribner's	20,776	18,506	27,552	29,680	96,514
American Magazine.....	16,285	18,229	21,784	31,024	87,322
Munsey's	12,110	15,652	27,349	29,344	84,455
Harper's Magazine.....	19,684	16,648	20,356	24,972	81,660
Century	15,932	15,008	20,944	24,360	76,244
Current Opinion.....	16,493	16,352	19,104	20,160	72,109
Hearst's	20,496	19,339	7,823	10,024	57,682
Atlantic Monthly.....	13,839	12,936	13,406	13,682	53,863
Red Book.....	9,296	9,408	13,888	14,336	46,928
Argosy	8,288	7,619	12,768	12,872	41,547
Metropolitan	15,947	6,460	7,517	8,447	38,371
American Boy.....	10,375	7,293	8,476	8,200	34,344
Ainslee's	6,944	7,868	8,176	10,528	33,516
Lippincott's	6,656	8,064	8,960	6,944	29,624
All-Story	5,313	4,923	7,455	8,288	25,984
St. Nicholas.....	6,776	6,160	5,488	3,808	22,232
Boys' Magazine.....	6,912	5,697	5,132	3,947	21,688

* 371,325 380,308 424,675 457,676 1,633,984

WOMEN'S

†Vogue	108,666	87,212	77,064	47,124	320,066
Ladies' Home Journal.....	35,795	38,340	37,100	40,880	152,035
Woman's Home Companion.....	28,793	29,050	25,646	34,700	128,189
Good Housekeeping Magazine.....	29,120	27,720	30,369	30,128	117,337
Delineator	25,477	25,420	26,306	27,200	104,403
Designer	20,184	22,592	23,863	22,600	89,239
Woman's Magazine.....	19,972	22,510	23,329	22,400	88,211
Pictorial Review.....	19,996	22,400	21,400	20,400	84,196
Modern Priscilla.....	16,149	19,102	22,504	20,163	77,918
McCall's	15,658	16,879	18,358	19,068	69,963
Ladies' World.....	13,200	18,000	18,200	19,867	69,267
Mother's Magazine.....	13,775	13,635	13,407	14,712	55,529
People's Home Journal.....	13,454	11,600	12,912	11,837	49,803
Woman's World.....	10,243	9,100	12,260	12,051	43,654
Today's	5,722	8,628	15,155	9,290	38,795
Harper's Bazar.....	8,484	5,550	9,213	13,000	36,247

384,688 377,738 397,086 365,340 1,524,852

CLASS MAGAZINES

Motor	61,796	72,576	68,418	66,042	268,832
System	32,130	35,932	33,082	32,502	131,646
Country Life in America.....	26,208	27,285	†34,398	†42,290	130,181
Motor Boating.....	27,752	32,182	25,830	22,420	108,184
Popular Mechanics.....	29,232	29,234	23,072	24,108	105,646
Popular Electricity.....	16,357	13,944	12,348	12,432	55,081
Outing	11,424	14,112	13,244	13,048	51,828
International Studio.....	10,059	10,920	12,320	18,440	51,739
House Beautiful.....	11,179	13,720	12,520	12,805	50,224
Suburban Life.....	10,030	10,965	12,325	12,039	45,359
Theatre	8,904	10,860	11,088	12,200	43,052
House & Garden.....	10,872	10,034	11,109	10,510	42,525
Physical Culture.....	9,753	11,424	8,344	7,462	36,983
Garden	6,492	6,230	7,745	7,854	27,821

272,188 297,418 285,843 293,652 1,149,101

WEEKLIES (OCTOBER)

Saturday Evening Post.....	110,964	120,765	112,273	*127,330	471,332
Collier's	49,522	50,280	54,833	*72,016	226,651
Literary Digest.....	52,498	53,527	48,109	*51,160	205,294
Town & Country.....	40,898	49,910	43,992	*48,984	183,784
Outlook	30,324	36,192	30,788	*47,824	164,128
Life	*28,358	*37,400	31,651	30,320	127,759
Leslie's	*24,151	*25,148	24,740	21,832	95,871

336,745 373,222 355,386 399,466 1,464,819

Grand total.....1,864,946 1,428,686 1,462,990 1,516,134 5,772,756

†2 issues.

*5 issues.

Does the New Yorker Pass Up His Local Newspapers To Buy a Chicago Paper?

Certainly not. He never misses his local paper because it has local news and local atmosphere—everything in it is "homey"—familiar. He may buy outside city papers—he may, *but he will positively read his local paper every day.*

Apply this to the Pacific Coast States—the country beyond the Rockies. You cannot cover them completely or economically unless you use *Sunset*—the Pacific Monthly. True, there is a scattered, spasmodic demand for other magazines, but most everybody out here—month after month—year in and year out gets

SUNSET

The Great Pacific Monthly

because it has the stuff in it that delights these Far Westerners—stuff that can only be gotten up by an actual shoulder-rub acquaintance with the people here—with their customs—manners and demands.

Here beyond the Rockies lies a great fertile market—wealthy people—prolific spenders. Get here before the Canal opens.

PAGE—\$200.

Just address like this:

Sunset—The Pacific Monthly

Wm. Woodhead, Business Mgr., San Francisco

Or the Eastern Offices:

Chicago—73 West Jackson Blvd., L. L. McCormick, Mgr.

338 Marquette Building, G. C. Patterson, Mgr.

New York—302 Times Building, W. A. Wilson, Mgr.



What National Advertisers Should Know About Retailers

(Continued from page 12)

The only advertisement I receive from this booklet is my name obviously imprinted on the rear cover. Is that co-operation?"

"You couldn't use these booklets any way," I remarked, "for you do not feature clothing by its advertised brands and trademarked names."

"I have always featured Malone's quality of clothing in all my advertising," Mr. Malone replied. "The people of this community have come to realize and appreciate that Malone's quality of clothing—hats or shirts or any other line of merchandise that I sell—means the best that can be had for the money."

"I have taught them that every suit of clothes that comes into my store must reach my standard for material and workmanship, or I will not handle or sell it. I have spent many dollars impressing these facts upon buyers in this section of Ohio, and it has paid tremendously."

"If one of the makers of the clothing I sell furnished me booklets written from a retail merchant's point of view, I would be glad to use them and their clothing would be given all the advantages of the prestige which I have created for my merchandise in this community."

THE KIND OF "LITERATURE" HE CAN USE

"These booklets should teach the importance of good clothing, should point out the trend of style and contain a strong general talk on the store of the merchant whose name appears on the front cover of the booklet. Any good advertising man could write up such a talk to apply to any good clothing store. It should also show a few seasonable clothing models, mentioning the brand of the maker who is issuing the booklet. Hart, Schaffner & Marx approach this idea of mine in their Style Book."

"I would be glad to distribute such booklets freely and to mention in my advertising and the letters that I would write to my customers with the booklets that the make of clothing mentioned therein completely meets the Malone standard of quality—that I sell and recommend it. I do not wish to boast, but I believe that this kind of co-operation would back up the manufacturer's national advertising in a very effective manner so far as this locality is concerned."

"It seems to me, Mr. Malone," I said, after a moment's thought, "that you are perfectly willing to co-operate with a manufacturer's national advertising provided the product is right, the manufacturer's business policy is fair and consistent and he makes some effort really to co-operate with you."

"You have stated the matter exactly right," replied Mr. Malone. "National advertising opens the markets and creates a general demand for the manufacturer's product. It does not sell the goods, no matter what the advertising agency with its daily conference of twenty men—each drawing a salary of \$50,000 per annum—may say. The goods are sold by the retail merchants, who centralize and localize the market created by the national advertising and convert the demand into dollars."

"When a manufacturer, selling to retailers, enters into a national advertising campaign, he has solved only one-half of his selling problem, and by no means the most important half. He is putting the cart before the horse. If I were a manufacturer I would get the hearty co-operation of my customers before entering a national advertising campaign, so it would produce the maximum of results. Many manufacturers do not pay the least attention to their retail customers, but concentrate all their efforts on their magazine advertisements and let the sales go where they will."

A CASE OF CARELESSNESS

"I might illustrate such laxity on the part of some advertising manufacturers by the following

story. Some time ago Dempster & Place began an advertising campaign on their gloves. It was good advertising and made a definite guarantee on material and workmanship.

"I had handled these gloves among others for some time, and decided to take full advantage of and follow up the new demand created by the national advertising. So I mailed an order for gloves in assorted sizes—amounting to about \$300—to Dempster & Place and urged prompt delivery in order that the fresh interest created by their advertising might be cashed in my store. I requested an answer as to when the gloves would be shipped. Ten days passed and no answer came to me, and thereupon I wrote another letter, asking them to please give my order prompt attention and inquiring when it would be shipped. A week passed and I received no answer. I went to the telegraph office and sent a telegram. 'Will you please answer my letter of blank date?'"

"This telegram was never answered, but later an invoice came for the shipment and eventually the gloves themselves arrived. But never a letter from the house explaining the delay or why my letters and telegram were not answered."

I laughed. Mr. Malone went on, "Of course, perhaps that is a rather exceptional instance, and I suppose it was due to the fault of some understrapper in the correspondence or order department; but don't you think that such departments should be well organized to prevent such errors occurring, especially in the case of a manufacturer who is spending thousands of dollars to sell more goods and gain new customers?"

I told him that I felt exactly as he did about this matter. I asked Mr. Malone what form of co-operation he would want from manufacturers.

"I would like to receive from manufacturers, not just printed matter and electros, although they are important and I like to

TYPEWRITER BARGAINS!

WE ARE EQUIPPING OUR BIG CHICAGO STORE AND BRANCHES WITH THE HARRIS VISIBLE TYPEWRITER EXCLUSIVELY AND HAVE ABOUT EIGHT HUNDRED (800) TYPEWRITERS OF VARIOUS STANDARD MAKES TO DISPOSE OF.

These typewriters are second-hand. They have been used from a few months to three and one-half years. Instead of disposing of these to second-hand dealers, we will sell them direct to users at the same price the dealer would pay. All these 800 typewriters are in good operating condition and will be tested by our typewriter repair expert before shipping. If you can use one or more, write for our Second-Hand Typewriter Bargain List No. 86P47. At the prices we quote, they will be quickly sold.

SEARS, ROEBUCK AND CO., CHICAGO

1847 ROGERS BROS.

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.



OLD COLONY
PATTERN





Guaranteed by
the largest makers
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.
Successor to Meriden Britannia Co.

NEW YORK CHICAGO SAN FRANCISCO

get them. What I need are good selling ideas—selling plans. I get a tremendous mass of stuff from advertisers, and the good advertising ideas that I glean from all of it are few and far between.

"If the manufacturer will give real sales help to the merchants in this manner, he will stimulate the retailer to do his own advertising. Such help teaches a merchant to be a better retailer, to help himself, and learn by spending a little of his own money and paying for the lesson that it is good business for him as a retailer to co-operate with nationally advertised lines when such co-operation offered is intelligent and mutually advantageous."

Developing Demand to Offset Slack Season

The General Ice Delivery Company, of Detroit, advertises "Free Ice All Fall and Winter" to attract attention to "Absopure" certified natural ice. The proposition is that a customer may use as much or as little ice as she needs and if she does not find the use of ice in the winter an economy in the operation of the household the company will refund every cent paid to the company. The plan is to reach that class of people who stop taking ice with the coming of fall and winter. The company wants to prove that ice is an economy even in winter—and that it will save more than its cost. The copy gives this assurance: "If in the spring you walk into our office and say you did not save money using Absopure ice all fall and winter you will get your money back, every penny you paid."

Taking Toll from the Passing Show

When the "Garden of Allah" was playing at a theatre in Buffalo, J. N. Adam & Co. hit upon a novel idea of advertising their rug department. Twenty-five Turks in native costume were given a reception in the rug department one day from 1 until 4 p.m. The company served Turkish coffee free during those hours, and there was a concert. This event attracted a large crowd to the store.

New Oleomargarine Advertiser

The Blanton Company, of St. Louis, manufacturers of Creamo Oleomargarine, has started a newspaper campaign in Chicago. The copy is illustrated with a cut of the package and a large outline of the word "Creamo." The feature of the copy is the phrase "Churned in Cream," and explains why churning in cream gives the product a distinctive quality and flavor.

The Propriety of Underwear Ads

A writer in *Knit Goods*, the trade journal devoted to 'underwear and hosiery manufacturing, criticises advertising methods of some of the members of these trades severely. The manufacturers of closed crotch union suits come in for most of the criticism, many of the pictures of men indulging in athletic sports, which are intended to show that the crotch will remain closed no matter what position the wearer takes, being described as "not only undignified, but nasty as well." The use of the phrase, "Made from an actual photograph; not a drawing," is also objected to on the ground that in many instances this is but a half-truth, inasmuch as a photograph is usually retouched "by the skilled hands of a talented, well-trained, defect-removing artist." The writer of the article concluded as follows:

"Now the average man who dons a suit of knit underwear in the union suit style, does not go running around his room, pole-vaulting over the bed or balancing himself on the chandelier. If he is inclined to athletics he will no doubt indulge in such exercise at his club or Y. M. C. A., dressed in a proper gymnasium suit. Let us have proper illustrations that show the garment as it really is, not idealized. Talk more about the construction of the fabric, the elasticity of the garment, its warmth-producing qualities, tell how it is built to withstand the hard usage it will get in our modern steam laundry; use less talk about the closed crotch and more of this kind of talk, and the advertisements will be more truthful and the illustrations of the common sense type."

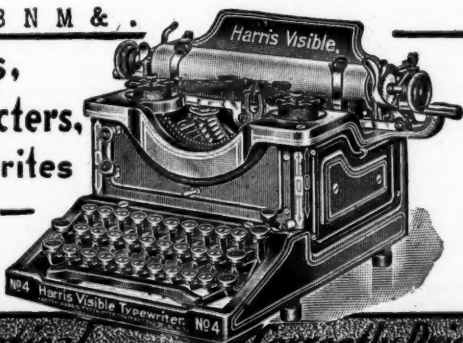
Buckhout Goes to Saranac

H. A. Buckhout, advertising manager of *Snappy Stories*, is now at Saranac, N. Y., on account of his health. Mr. Buckhout will, however, continue his work in connection with the magazine. Mr. Buckhout was formerly connected with *Munsey's Magazine*, *Black Cat*, *Smart Set* and *Outdoor World*.

1 2 3 4 5 6 7 8 9 0 q w e r t y u i o p
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 Z X C V B N M & .

**28 Keys,
 84 Characters,
 Always writes
 in sight —**

**PRICE
 \$39.80**



The Practical *Correctly Priced*
HARRIS VISIBLE TYPEWRITER

**Sold By Sears, Roebuck and Co.,
On 30 Days Trial**

Here is a big standard size typewriter that costs as much to build as any \$100.00 machine on the market—sold at a price that saves you \$60.20. The Harris is not burdened with extra profits and expenses. Advertising men know what the expensive selling system means in the typewriter business.

The Harris is a perfectly visible writer. Has twenty-eight keys, eighty-four characters, two sets of shift keys, shift lock, release key, tabulator, back spacer, marginal release, 11-inch carriage, writes 9 inches wide, manifolds perfectly, in fact, has every practical feature and does everything that can be done on any other machine regardless of name, make or price.

Try the Harris for 30 days on your own work in your own way. If it doesn't give you the satisfaction you have a right to expect, return it and your money will be refunded, together with transportation charges.

Write For Book of Typewriter Facts

Don't spend a cent more than our price for any typewriter. You cannot buy higher quality no matter what price you pay. The Harris is sold for \$39.80 cash or on easy terms which we will quote when we hear from you. Write now for our free Typewriter Book No. 86P43.

Sears, Roebuck and Co., Chicago

The Little Schoolmaster's Classroom

WHO would ever think of likening a trade convention to an article of merchandise? Yet that is how W. H. Ukers, chairman of the committee of arrangements for the eighth annual convention of the Federation of Trade Press Associations, regarded that proposition when he accepted the job to engineer it. In an article in November *Good Storekeeping*, Mr. Ukers tells how they "sold" the convention.

First they got a trade-mark, just as any wise advertiser would do, and labeled the "package." For this purpose they borrowed an Egyptian Owl from the Bronx Zoo, typifying wisdom. Then they got a slogan, asking the members of the committee and several advertising friends to contribute ideas. As usual none of the ideas were satisfactory, so they combined two of the best. Both trade-mark and slogan were used at every provocation.

* * *

Six months before the convention was to take place the committee laid out the plan just as an experienced advertiser would lay out a campaign. Nothing was left until the last minute. The committee-men built a mailing list, and reduced it to a point of greatest efficiency. They figured that it was better to concentrate on a few good prospects than waste ammunition by distributing an equal amount of money over a great area.

Having an intensive mailing list the committee began hammering it regularly, persistently and frequently. Every few weeks, and oftener toward the opening date, this list was circularized. First a great folder was sent out showing the names of those who would speak. Then the committee took advantage of human nature to win co-operation and interest by asking assistance. They asked everyone to help them advertise the convention by sending out envelope stuffers with correspondence—an old

dealer co-operation stunt. To the publishers on the list they sent "copy" for free advertising, free electros and free literature—more dealer co-operation. A little later out went a broadside in the shape of a big mailer telling more news about who would speak and who the speakers would be.

Next came a follow-up piece in the shape of a five-page circular about what was going to happen at the convention—appetizing newspaper reading. About a month before the opening the committee let go the heavy artillery again and shot out a mailer which pointed out the cashable knowledge that could be obtained by attending the convention, an appeal to the pocketbook, a sales argument hard to get away from.

By this time the committee figured that it was time to see if they had interested their man before wasting any more postage on him, so they enclosed a card making it necessary for the "prospect" to do something to receive the rest of the literature. The cards came back in swarms and to these "inquiries" full details of the convention were sent.

* * *

About the time the prospect had finished reading this piece, along came another—a formal invitation enclosing reservation for the banquet. No chance for procrastinating or putting off—here was the order blank making it easy for the "prospect" to buy, but in case he didn't, he got a personal letter from President Swetland, asking his presence. A reminder in the form of a desk calendar marked with the convention date was enclosed, making forgetfulness inexcusable.

In case anyone might forget, and as a sort of "insurance argument," which every good salesman keeps up his sleeve to double rivet the sale after the prospect is "sold," all the persons in the list received a highly illustrated and very interesting account of what

would be missed if they missed the convention. And it is needless to add that very few of them did.

Something like 32,000 pieces of advertising were used in "selling" this convention, to say nothing of \$13,000 worth of space.

* * *

The president of one of the big bill-posting associations was asked to give his opinion of what he considered a good poster. "Well," replied the old gentleman, "first, it must be the work of a real poster artist, and we have them in this country as well as in Europe. By paying a little more for something a little better in posters you save lots and make more. Use plenty of color, make the poster simple, the wording brief enough so that he who runs may read, and you ought to have a pretty effective poster."

* * *

"You manufacturers don't want to forget to take into consideration what it costs the retailer to sell your product, before you do any price-fixing," said an ex-

hardware man, who is now training salesmen to sell the dealer. "At an average it costs 20 per cent of the selling price to conduct a hardware business."

* * *

The traveling window-trimmer was called up on the carpet to explain why more dealers did not install window displays, instead of burying them under the packing boxes out in the store-room. "Well," said the window-trimmer, "the trouble is that most of the displays we send out are so complicated that nobody but the one who designed them knows how to put them up. Butchers are not mechanics, and not given to taking a day or two off to try and figure out how a window display is put together. If we must have complicated displays, why not put them up in big envelopes with complete and simple instructions telling the dealer how to put them up?" The advertising manager is now visiting dealers himself, and his next window display, it is safe to say, will be adapted to the company's clientele.

Real Premium Service

Before you spend one dollar for premiums, your first duty is to investigate the PORTER PREMIUM SERVICE.

Test us for financial rating, square dealing, PROMPT SERVICE, high quality of merchandise—

Ask those whom we serve.

We prepare all literature—catalogs, etc. We furnish and deliver all merchandise; in fact, attend to all premium requirements.

THE PORTER PREMIUM SERVICE is complete. We assume full responsibility for the conduct of your premium department.

Your bank does your banking. Advertising agents handle your advertising.

THE PORTER PREMIUM SERVICE is to the manufacturer and distributor what the associated press is to the publisher—indispensable.

Our equipment is the largest in the country. We can take care of your premium requirements with a promptness that has gained us our reputation.

When may we discuss your premium problems?

The John Newton Porter Co.

253 Broadway, New York City

AD-TIP

No. 8 A mass of figures showing gains in circulation, advertising, etc., may prove much or nothing as to a newspaper's value. The simple truth of the matter is that our rates are low and our readers are high-class. That is why advertisers find the Journal pays. We refuse all objectionable advertising, and co-operate with National Advertisers in local selling campaigns.

Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Population 80,000

F. R. NORTHRUP, Special Representative
226 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

Arnen's Design
Their beauty, their originality, & their fitness to purpose make them supreme
Frank A. Arnen
Fine Advertisement Designs
17 E 30th St. NEW YORK

THE BIG 6

"THE COUNTRY'S FOREMOST MEDICAL JOURNALS"

American Journal of Clinical Medicine, Chicago, Ill.
American Journal of Surgery . . . New York
American Medicine . . . New York
Interstate Medical Journal . . . St. Louis, Mo.
Medical Council . . . Philadelphia, Pa.
Therapeutic Gazette . . . Detroit, Mich.

ASSOCIATED MED. PUBLISHERS

S. D. CLOUGH, Sec'y, Ravenswood Sta., Chicago, Ill.
A. D. McTIGHE, Eastern Representative,
236 Fifth Avenue, New York.

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 125,667

The conference is a great thing in whipping out the fine points of copy. Two heads are better than one, and three are usually better than two. Something that is perfectly clear and smooth to the man who wrote it may move slowly through the mind of another; the fact that this is true makes it advisable to ease up the language a little. One man can usually cut another's copy better than the original copy-writer. Conference-rooms are no places for sensitive writers; they are polishing shops for people with the good sense to see that argument and language, like many other things, can have its original form greatly improved.

* * *

"After we awoke to the fact that our advertising efforts were only half over when the goods were sold," said the advertising manager for a famous soap, "and came to realize that if we wanted continuous repeat demand with constantly increasing volume we had to educate those whom our advertising had sold to put the product to the many different uses which we knew of, we began to have our eyes opened to the real possibilities of advertising. The modern advertising man has got to be more than a mere salesman, he has got to turn school-master after the goods are sold."

This is an accepted fact, of course, but it certainly is strange how few advertisers there are making products which would fall under this rule who overlook their opportunity in this direction. True, such advertised specialties as Ivory Soap, Swift's Pride Cleanser, New-Skin, Three-in-One Oil, and many food products have been advertised quite a little along this line, but the surface for after-the-sale advertising has just been scratched.

* * *

"I would suggest," said the president of a big New York window display concern, "that mechanical window displays be made to demonstrate the use of a product rather than its operation from a technical point of view. I think that a display which demonstrates how the product will save the

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buyer money or time, or perhaps accomplish some desired result is the best."

* * *

Periodically someone rises to remark how dangerous it is to know too much about the business that you have to advertise. When will this hoary old fraud down? When the man who knows a great deal about a business is unable to advertise it skilfully, the trouble is not because of his full knowledge of the details of the business, but because he lacks some of the essentials of an advertising man, always has lacked them and probably always will lack them. The most common lacking is the inability to take the view of the prospective customer, and that ability is something which every real advertising man possesses to some degree at least. But every real advertising man also knows that the more he knows about a business the better is he able to advertise it. This is a day of efficiency, and we ought to stop this foolish chatter about a little outside knowledge being just the proper equipment for good copy work. Get all you can of both the outside view and the inside view.

Advertising of Advertising in New York Cars

As an example of an advertising medium utilizing its own force to present its advantages it is interesting to note the street car advertising campaign in the Broadway street cars and the Fifth Avenue buses, New York, advertising the advantages of St. Louis as a market and the St. Louis street cars as the medium for the market. Six different cards are used, each one telling an important fact or two that an advertiser would like to know. The campaign brings St. Louis to the attention of advertisers in New York in a new way.

"For the Low-Brow"

as well as the artistic bug"—is a well-known advertising man's characterization of ART. There's nothing "long-haired" about it. Let us send you a copy. 334 S. Michigan Ave., Chicago. Room 10.

Member Gilt Edge List

The Janesville, Wisconsin, GAZETTE is a member of Jason Rogers' Gilt Edge List, as well as a member of the Advertising Bureau of the A. N. P. A. These two facts stand for progress and co-operation. Any advertiser who is interested in knowing more about what these matters mean, can find out by inquiring of our Advertising Representatives, or by addressing the GAZETTE directly at Janesville, Wisconsin.

The Janesville Daily Gazette

Janesville, Wis.

M. C. Watson, *Eastern Representative*,
286 Fifth Ave., New York City, N. Y.
A. W. Allen, 919 Advertising Bldg.,
Chicago, Ill.

At 30 I am the manager of a live advertising agency in New York City—

I am making good—my employer will tell you so—

But I am convinced that I would get the BEST out of me if all my mind were concentrated on ONE proposition.

As advertising manager for a strong, progressive house I could show RESULTS before the passing of many moons.

I am not merely a "smart young man" but an earnest worker, with, I hope, my quota of brains.

At present I am getting \$2,500—but it's not money that is bothering me—I want an opportunity to prove to a businessman, and to myself, that I can make good in a big way. Address "T. C. M." Printers' Ink.

To Trade Papers

Man thoroughly understanding trade and class publication field desires New York connection. Will specialize on advertising or circulation promotion or editorial work or general work in all departments. Am a hardworking producer. "A. H." Box 119, care PRINTERS' INK.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y.
General Advertising Agents. Established
1872. Special facilities for placing advertise-
ments by telegraph to all parts of the United
States and by cable to all foreign countries.

Newspaper Classified

Carefully placed at publishers' lowest rates.
Proof of insertion guaranteed or your money
back. Write for select lists or send your list
and ad for quotation. Agencies not handling
Classified should write for our proposition.
Bulletin "Advantageous Advertising" free on
request.

Classified Dept.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Char-
lotte, N.C., covers the South thoroughly, and
reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth
paying for in an advertising medium. You get
all three when you advertise in **THE BLACK
DIAMOND**, for twenty-five years the coal trade's
leading journal. 29 Broadway, New York; Man-
hattan Building, Chicago.

ARTISTS

COM. ARTIST wants additional work. Re-
touching, designing and lettering. Would
give good commission to right party who could
get him one or two good clients. Box 106-L,
care of Printers' Ink.

BUSINESS OPPORTUNITIES

A WISE man buys on a falling market. We
have several good publishing propositions
at attractive prices—from \$5,000 up—with easy
terms to responsible men. **HARRIS-DIBBLE
CO.**, 71 West 23d Street, New York City.

COIN CARDS

Profit and Increased Circulation
can be yours by using

WINTHROP COIN CARDS

Write us for particulars

THE WINTHROP PRESS, 141 East 25th St.,
New York City, General Printers and Binders

DRAWINGS

Your Ad Illustrations,

Cartoons or Decorative Art Work
should contain snappy and sound
execution. Deal direct with the
artist and get results. Send for
sample proofs. **R. J. BIEGER**,
2016 Allen Avenue, St. Louis, Mo.

HELP WANTED

A DVERTISING SOLICITOR to cover the
Middle West and manage the Chicago
office of a New York house publishing two long
established trade weeklies, the most prominent
in their respective lines. Attractive terms will
be made with a thoroughly competent man.
Address, with fullest particulars, Box 319-M,
care of Printers' Ink.

Wanted: Advertising Manager in Cleveland, Ohio

One who has had experience in
mechanical field and who can handle
a varied line efficiently. Excellent
opportunity for man who can write
strong selling copy, also occupying
position as an executive. Address
Box M-317, care of Printers' Ink.

Copywriter and Plan Man Wanted

A live, progressive advertising agency, located
in close proximity to Chicago has a vacancy
on its Copy Staff, and wishes to secure the
services of a Copywriter, who is thoroughly
competent to plan and write complete campaigns
and handle the details of trade literature, etc.
General advertising agency experience neces-
sary. The position is permanent for the right
man. In answering make known salary desired
and give facts bearing on experience. Box
L-109, care of Printers' Ink.

LETTER SPECIALISTS

LETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. AD. WIDDER, 151 Broadway, Brooklyn, N. Y.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of PRINTERS' INK a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. PRINTERS' INK PUBLISHING CO., 12 W. 31st St., New York City.

POSITIONS WANTED

A Young Woman Who Can and has secured direct "Returns" through correspondence, wishes to assist in "Mail Order" work of Dept. Store, Agency, Manufacturing Plant, or Publication. Philadelphia preferred. Box 316-M, care of Printers' Ink.

Woman Desires Position

Connected for several years with a well known technical publication in the advertising make-up department; copy writer, and can take care of mail. Good executive ability. Write for further particulars. Box M-315, care of Printers' Ink.

Advertising Man Now Ready

to join your organization. Clean copy writer, knows printing details, methods and mediums. Have been copy man, copy chief, manager. Agency trained. Box 318-M, care of Printers' Ink.

Advertising and Sales Manager

now connected with large paint manufacturing house will consider making change. Excellent past record. Salary \$2500. Write Box M-320, care of Printers' Ink.

Special Writer

to agencies, magazines and manufacturers; wrote many pages for thousand page mail order catalog, also power plant equipment catalog, have written many booklets, house organs, catalogs, etc., on general, mail order and technical subjects; I engage by "job," day, week or year. Alfred Woner, 114 South 11th St., Newark, N. J.

COPY WRITER AND PLAN MAN, 27, married, bright, energetic, open for position Nov. 5. Broad knowledge of type faces, display, illustrating, electrotyping and engraving. Excellent character, no bad habits. Can furnish specimens that show marked skill as copy writer. Strong on layouts; good knowledge of mediums; mail order, outdoor, street car, technical and trade paper advertising. Middle West preferred. Reasonable salary until worth is proved. Arthur D. Towne, Knoxville, Iowa.



The Globe-Wernicke Co. Uses These

and has been buying them as issued, for some time. Many other national advertisers are undoubtedly in a position to put them to work with much benefit. \$8.00 per set of four for 1913, postpaid.

PRINTERS' INK PUBLISHING COMPANY, 12 West 31st St., N. Y.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1912, 28,044. Best advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Average July, 1913, 6,885. daily. A. A. A. ex. regularly.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av.'12, 89,361. Largest morning circulation in Los Angeles.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,476, 5c.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 8,150; Sunday, 7,973.

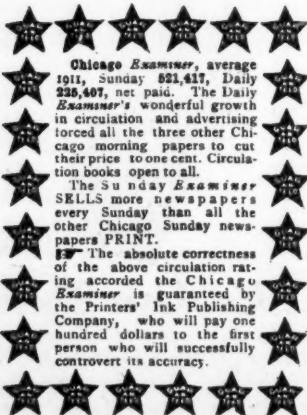
DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 63,804 (©©). Carrier delivery.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,369.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,691; Sunday, 10,449.



Chicago *Examiner*, average 1911, Sunday 851,417, Daily 228,467, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average Sept. 1913, 13,086. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,876; Sunday, 10,854. "All paid in advance."

Des Moines, *Register & Leader—Evening Tribune*, 1st 6 mos. 1913, 88,571. Sunday *Register & Leader*, 40,423. 40% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Eve. Journal*. Only daily in county. 1,976 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 39,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 23,066; Sunday, 49,181.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632.

LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U. S. P. O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 83,901.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1912, daily 10,692.

Portland, *Evening Express*. Net average for 1912, daily 19,025. Sunday *Telegram*, 13,230.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 86,894; daily, 80,048. For Oct., 1913, 79,791 dy.; 88,617 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, Globe. Average circulation.

Daily (2 cents a copy)

1912, 190,149.

Sunday

1912, 322,915.

Advertising Totals: 1912, 8,642,611 lines

Gain, 1911, 266,450 lines

1,724,631 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day ad.

Boston, Daily Post. Oct. circulation averages of *The Boston Post*: *Daily Post*, 433,390; *Sunday Post*, 343,924.

Lynn, Evening Item. Daily sworn av. 1910, 16,662; 1911, 16,987; 1912, 18,338. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, Evening News. Actual daily average for 1912, 19,198.

Worcester, Gazette, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Average circulation 1912, 83,443.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1912, 105,320.

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, 100,134; Sunday *Tribune*, 142,931.

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1912, 123,433.

NEW JERSEY

Camden, Daily Courier. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,935.

Camden, Post-Telegram. 10,900 daily average 1912. Camden's oldest daily.

Trenton, Times. Only evening and Sunday. '10, 19,238; '11, 20,115 '12—21,949.

NEW YORK

Albany, Evening Journal. Daily average for 1912, 18,155. It's the leading paper.



The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 44,404.

Buffalo, Courier, morn. Av., 1912, Sunday, 99,692; daily, 64,496; *Squiner*, evening, 37,182.

Buffalo, Evening News. Daily average, ten months, 1913, 103,215.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1912, 6,739.

Schenectady, Gazette, daily. A. N. Liecby. Actual Average for 1912, 23,610. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica, National Electrical Contractor, mo. Average for 1912, 2,668.

NORTH CAROLINA

Charlotte—Best town two Carolinas. *News*, best Evening and Sunday paper. Investigate.

Winston-Salem, Daily Sentinel (c), av. Sept., '13, 4,833. *Semi-Weekly Sentinel*, av. Sept., '13, 6,922.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1912: Daily, 106,484; Sun., 134,356. For Oct., 1913, 119,857 daily; Sunday, 146,371.

Youngstown, Vindicator. D'y av., '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, Times, daily. Av. cir. 1st 6 mos. 1913, 22,535; 22,444 av., Oct., 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, The Press (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 37,223; the Sunday *Press*, 178,858.

Washington, Reporter and Observer, circulation average 1912, 13,060.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1912, 18,186. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve. nat. sworn, average 1st 6 mos. 1913, 19,124.

York. *Dispatch and Daily*. Average for 1912, 18,698. Covers its territory.

RHODE ISLAND

Newport. *Daily News*, (evening) 66th year, Covers field. Circulation for 1912, 4,890.

Pawtucket. *Evening Times*. Average circulation for 1912, 21,097—sworn.



Providence. *Daily Journal*. Average for 1912, 21,463 (©©). Sunday, 34,777 (©©). *Evening Bulletin*, 52,847 average 1912.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 8,449.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1912, 8,599.



Columbia. *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,826. March, 1913, average, daily, 20,450; Sunday, 20,180.

VERMONT

Barre. *Times*, daily. Only paper in city. An. 1912, 6,063. Examined by A.A.A.

Burlington. *Free Press*. Examined by A.A.A. 9,418 net. Largest city and state.

VIRGINIA

Danville. *The Bee* (eve.) Aver. Sept., 1913, 8,818. Oct., 1913, ave., 8,370.

WASHINGTON

Tacoma. *Ledger*. Average year 1912, daily and Sunday, 21,347.

Tacoma. *News*. Average for year 1912, 20,998.

WISCONSIN

Fond Du Lac. *Daily Commonwealth*. Average year ending Dec. 31, 1912, 4,963. Established over 40 years ago.

Janesville. *Gazette*. Daily average, Oct., 1913, daily 6,669; semi-weekly, 2,489.

Racine (Wis.) *Journal-News*. June, 1913, Average circulation, 7,081.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,123.

SASKATCHEWAN, CANADA

Regina. *The Leader*. Average, 1st 3 mos. '13, 12,208. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word. Av. '12, 19,198.

DISTRICT OF COLUMBIA

THE EVENING AND SUNDAY STAR, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE CHICAGO EXAMINER with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE EVENING EXPRESS AND SUNDAY TELEGRAM carry more Want Ads than all other Portland papers combined.

MARYLAND

THE BALTIMORE NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE BOSTON GLOBE, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,886 more than were printed by any other Boston newspaper.



MINNESOTA

THE MINNEAPOLIS TRIBUNE, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(○○) Gold Mark Papers (○○)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ○.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ALABAMA

The Mobile Register (○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy. av. 1912, 65,804 (○○). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (○○). Actual average circulation for 1912-13, 17,266.

MASSACHUSETTS

Boston, **American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (○○).

Boston **Evening Transcript** (○○), established 1830. The only gold mark daily in Boston.

Worcester **L'Opinion Publique** (○○). Only French daily among 75,000 French population.

MINNESOTA

The **Minneapolis Journal** (○○). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (○○) is THE advertising medium of Brooklyn.

Dry Goods Economist (○○), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (○○). Specimen copy mailed on request. 253 Broadway, N.Y.

New York Herald (○○). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting **The Evening Post**."—Printers' Ink

Scientific American (○○) has the largest circulation of any technical paper in the world.

In the Metropolitan District, **THE NEW YORK TIMES** (○○) has a net paid daily sale MORE THAN FOUR TIMES the next high-class morning newspaper; MORE THAN SIX TIMES the third or fourth high-class morning newspaper; and more than DOUBLE the three COMBINED.

New York Tribune (○○), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,868.

THE PITTSBURG (○○) DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (○○), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The **Memphis Commercial-Appeal** (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

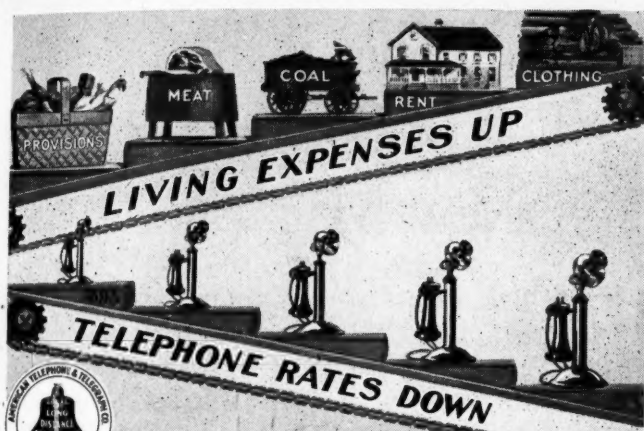
WISCONSIN

The **Milwaukee Evening Wisconsin** (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK, November 13, 1913.

What National Advertisers Should Know About Retailers.....	3
<i>John Allen Underwood</i> Mgr., Adv. Dept., The Favorite Stove & Range Company.	
My Reminiscences of Work in the Agency Field—III.....	17
<i>Frank J. G. Hamlin</i>	
Illustrations from Copy-Writers' View-Point.....	24
<i>James Wallen</i>	
Amounts Spent by Railroads in Advertising.....	33
How Unceda Furnishes the Sales Force with Conversation.....	37
Chain Store Peculiarities of the New York Market.....	41
<i>R. A. Bruce</i>	
Is Your Trade-Name Fit for Foreign Work?.....	45
<i>Roger McConnell</i>	
Freeman Makes a Clean Breast of It.....	52
<i>William C. Freeman</i> Adv. Mgr., New York Tribune.	
Sales Information Obtainable at Washington.....	63
<i>Special Washington Correspondence.</i>	
A National "For Sale" Campaign.....	72
Developing Sales Correspondents.....	76
<i>Harrison McJohnston</i>	
Universal Film Planning Campaign.....	82
Ways of Advertising Newspaper Advertising.....	83
<i>Frank D. Webb</i> Adv. Mgr., The Baltimore News.	
Editorials	92
Service and Price-Cutting—He Gets the Business Who Goes After It—Is "Exclusiveness" Wise?	
Advertising in Monthly Magazines for November.....	97
Printers' Ink's Four-Year Record of November Advertising.....	102
The Propriety of Underwear Ads.....	106
The Little Schoolmaster's Classroom.....	108



Economy of the Bell System

Consider this significant fact: While most of the necessities of life have gone up, the price of telephone service, which is one of the essential factors in our commercial and social life, has moved steadily downward.

Although a pound of these necessities still contains but sixteen ounces, the telephone user has been getting more and more service for less money.

On the average, the people of this country pay 49% more today for food, fuel and clothing than they did in 1895. Since then, the decrease in the average rates for telephone service has been more than one-half.

At the same time, the efficiency and value of the service to the subscriber has vastly increased. Today he can talk to an average of five times as many persons in each exchange as he could eighteen years ago.

This is the inevitable result of the comprehensive policy of the Bell System, which brings together the associated Bell companies and the communities they serve.

Through the very size and efficiency of their organization they accomplish improvements and effect economies which give the greatest service at the lowest rates.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

One Policy

One System

Universal Service

What is the Test of Success for a New Magazine?

IS it finding readers of an exceptionally high class, "selling out" on the newsstands, entering hundreds of new subscriptions? Then, we are glad to admit Dress and Vanity Fair has already attained a fair measure of success.

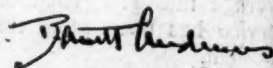
Is it excellence of contents, fine typography, attractive pages? Our kind critics tell us that, in this respect, we have sounded a new note for American magazines.

Is it in quantity of advertising? Then Dress and Vanity Fair, with 40,132 agate lines in its November issue, already ranks with the leading class publications.

If these are criterions of success, Dress and Vanity Fair has already made a place for itself.

BUT we are going still further. Beginning with the January number we have plans that will give the advertising pages a personality and individuality differing from that in any other magazine.

Stephen C. Rawlins
Western Manager
Corn Exchange Bank Bldg.
Chicago



Advertising Manager
449 Fourth Ave., New York

Forms for January close December 1st